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**FOR IMMEDIATE RELEASE**

May 2006

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**CREATIVE SOLUTIONS ABOUND WITH DUTCH BOY®  
DIMENSIONS® TECHNIQUES**

*New Faux Finish Techniques Available for 2006*

*Cleveland, Ohio . . .* Add panache to your home and create ambiance by selecting some of the latest faux finishing looks from Dutch Boy®. New colors and techniques have been added to the DIMENSIONS® paints and finishes line for 2006, and these unique colors and dimensional looks add to the broad spectrum of Dutch Boy's new Color Simplicity system.

These designer looks can be achieved in three or fewer easy steps and are now offered in a total of 208 intense, bold colors. With the DIMENSIONS line of textured paints, glazes, finishes and specialty finish tools from Dutch Boy, you will be equipped to paint like a pro...even without the help of an interior designer.

“Painting is the easiest and least expensive way to decorate,” said Donna Schroeder, Dutch Boy Paints Color Marketing & Design Specialist. “Some people want to personalize their home and go beyond the popular, introductory techniques of sponging,

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rag-rolling and colorwashing. They tend to be drawn to products with more texture, like Granite, Suede or Sand Drift. They want something that's different but foolproof and easy to use. And there's a certain amount of pride if they can pull it together without outside help."

In fact, these upscale collections of techniques can provide the same effect as wallpaper with much less time and energy, and they are also less expensive to purchase and apply.

These six new techniques complement many of the other sophisticated looks that can be achieved with the DIMENSIONS line of products and applicators:

**Metallic Waterfall** – Achieved by using Old World Plaster and Metallic

**Stained Plaster** – Achieved by using Old World Plaster and Glaze

**Lime Wash** – Achieved by using untinted Brushed Suede over base color

**Crushed Velvet** – Achieved by using Brushed Suede over base color

**Antique Plaster** – Achieved by using Old World Plaster and Crackle Medium

**Texture Wash** – Achieved by using Texture Medium and Glaze

The DIMENSIONS line of products, available through Dutch Boy's new Color Simplicity system, includes:

- **Designer Colors** wall paints in semi-gloss, matte flat and satin finishes. These paints are available in more than 208 of today's hottest colors. The palette is

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organized to make the selection process easier – it is arranged by bright colors, deep colors and muted colors with a brochure to serve as a visual.

- **Chromatic Bases**
- **Tinted Primer**
- **Granite, Brushed Suede, Antique Crackle and Texture Medium** textured paints
- **Metallics** iridescent wall finishes
- **Technique Glaze** tintable clear glazes
- **Designer Colors Tintable Ceiling Paint** in more than 100 colors

In addition, Dutch Boy's DIMENSIONS offers a full line of specially designed application tools to create luxurious surfaces and intricate textures. The easy-to-use **Specialty Finish** tools include rollers, brushes, aging tools, technique pads, squeegees and sponges.

DIMENSIONS paints and finishes are available in the Twist & Pour™ paint container, which features a re-sealable twist-off lid eliminating the need for screwdrivers, paint keys or other tools often used to open paint cans. This all-plastic container is lightweight and durable, with an inset side handle for easy carrying.

Following on the heels of innovations such as the Twist & Pour plastic gallon and quart containers and the Ready to Roll™ project-sized paint tray, new DIMENSIONS techniques and Dutch Boy's Color Simplicity system are the latest solutions to join its Simple Innovations product offerings for home decorating.

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The DIMENSIONS line is part of Dutch Boy's 2006 Color Simplicity color selection system that makes color selection more simple, and better satisfies consumers who go through the process of selecting, and living with, their choice of interior coatings. The new selectors will be available at a variety of Dutch Boy retailers nationwide in the second quarter of 2006.

For more information or to locate a Dutch Boy Paint retailer, log onto [www.dutchboy.com](http://www.dutchboy.com), or call 1.800.828.5669.

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**EDITOR'S NOTE: For high-resolution digital images of Dutch Boy's products or logos, please contact Julie Molnar at 216-696-0229, or via e-mail at [jmolnar@robertfalls.com](mailto:jmolnar@robertfalls.com).**