DUTCH BOY® PAINTS DEBUTS EXPANDED DURA CLEAN® COLLECTION
The Enhanced Interior and Exterior Offerings Will Launch Exclusively at Menards in Spring 2016

CLEVELAND, OH (6/7/2016)— Dutch Boy® Paints, an industry leader in innovative, high-quality paint products and packaging solutions, is proud to unveil a newly improved and expanded Dura Clean product line. Dutch Boy Dura Clean Interior Paint + Primer has long been known for its easy-to-maintain, stay-clean formula. Now, Dutch Boy Paints is bringing that same great quality to three new product lines with the introduction of Dura Clean Exterior Paint + Primer, Dura Clean Kitchen & Bath Interior Paint + Primer, Dura Clean Cabinet, Door & Trim Interior/Exterior Paint + Primer, and an expanded offering of Dura Clean Ceiling Interior Paint + Primer. Each of these new products will be available exclusively at Menards stores beginning in spring 2016.

“We are excited to announce the addition of these new, diverse line extensions under the Dura Clean family,” said Debbie Zietlow, Dutch Boy Product Manager.” Now with more than 1,340 color options, resilient new formulas, and specialty paints for every home paint project, homeowners won’t need to look beyond their local Menards to find high-quality, high-performance paint for all areas of the home.”

Dutch Boy Dura Clean Exterior 100% Acrylic Paint + Primer with Dirt-Resistant Formula (retail starting at $27.97) is the go-to choice for an exterior finish that stays beautiful year after year. Formulated with 100% acrylic latex, Dura Clean Exterior resists the damaging effects of a hot summer sun and harsh winters, and provides a mildew-resistant coating for extra protection from humid conditions. In addition to these weather-ready safeguards, Dura Clean Exterior Paint + Primer delivers the performance, coverage and quality homeowners need to make their exterior paint projects easy to do and as long lasting as possible.

High moisture areas of your home demand a different kind of paint, and Dutch Boy Dura Clean Kitchen & Bath Interior 100% Acrylic Paint + Primer with Moisture-Resistant Technology (retail starting at $29.98) is the perfect solution. This premium paint is designed to protect walls from frequent exposure to water and humidity. Even better, it provides an exceptionally durable, mildew-resistant coating with outstanding hide and coverage which ensures a beautiful long-lasting finish.

Whether adding a pop of color to the kitchen island or refreshing molding and trim, new Dutch Boy Dura Clean Cabinet, Door & Trim Interior/Exterior Paint + Primer with Smooth-Finish Technology (retail starting at $30.98) is best-in-class. Designed for the demands of smaller painting projects, this highly durable, scratch, scuff- and weather-resistant enamel not only stands up to everyday use but also provides an ultra-smooth, high gloss lustrous finish. In addition to providing a mildew-resistant coating, Dura Clean Cabinet, Door & Trim Paint + Primer features excellent adhesion, resistance to peeling, and a non-blocking formula that prevents windows and doors from sticking to framework.

Homeowners have long trusted Dura Clean Ceiling Interior Paint + Primer with Stay-Clean Formula (retail starting at $21.98) to give ceilings a fresh, bright and clean look. Designed to excel at covering both smooth and textured ceilings, it offers excellent hide and an even, uniform, matte finish in an easy-to-apply, spatter-
resistant formula. Now available in both Soft White and Bright White.

For more information on Dutch Boy products or to find a Menards store, please visit www.menards.dutchboy.com.

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About Dutch Boy Group:
Founded in 1907, Dutch Boy® paints continues to be an industry leader in delivering innovative and high-quality products and packaging solutions, and is one of the most recognizable brands in the market over 100 years later. In recent years, a new vitality, youthfulness, and the promise of Simple Solutions have also shaped the brand. Heritage and trust has been brought to life with energy and empowerment, inspiring DIYers and paint enthusiasts for generations to come.

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