

**FOR IMMEDIATE RELEASE**

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**DUTCH BOY GROUP UNVEILS THE ULTIMATE IN NO PREP, NO PRIME PAINT TECHNOLOGY: PLATINUM<sup>®</sup> PAINT AND PRIMER IN ONE**

**Spectacular Results in Less Time: Discover The Fastest Way to A Beautiful Finish<sup>™</sup>**

CLEVELAND, Ohio – Multi-taskers rejoice! As an industry leader of high-quality paint products, Dutch Boy Group offers a wide array of ideal choices for consumers looking to do more than just beautify a room. In fact, its latest innovation, Platinum<sup>®</sup> paint, offers an exclusive formula designed to save time and effort, all while delivering exceptional coverage and a smooth, even finish that lasts for years to come.

The premium no prep, no prime formula of Platinum<sup>®</sup> paint allows consumers to paint over non-peeling, previously painted surfaces that are glossy, or uncoated drywall, without the need to sand or prime. Its Advanced Extreme-Hide Technology seals common household stains such as coffee, marker and fingerprints without the need to use a separate stain blocking primer. Exceptional results are easily achieved even over the darkest paint. Thanks to these features Platinum<sup>®</sup> paint is ideal for use in any area of the home; from kitchens and children's rooms, to family rooms, bathrooms and even basements. Once applied, its Adhesion Plus formula provides durable, long-lasting results.

"Platinum<sup>®</sup> paint is the newest offering in Dutch Boy Group's continuous development of product breakthroughs to help make busy consumers' lives easier," said Michelle Bangs, Dutch Boy Group brand manager.

Platinum<sup>®</sup> paint is available in hundreds of today's most popular paint colors contained within Dutch Boy Group's Color Simplicity<sup>®</sup> color selection system. Created to address the fact that different consumers shop for color in different ways, the Color Simplicity<sup>®</sup> color selection system narrows down the process and eliminates confusion by helping consumers easily locate paint choices for their particular project.

With Platinum<sup>®</sup> paint, consumers have an easier way to achieve a smooth, even coat of color on wall surfaces. This premium paint is an industry leader in excellence by offering exceptional hide and application that helps to eliminate lap or roller marks and works to hide imperfections. Its smooth application also means there's virtually no spatter, improving the overall painting experience and cutting cleanup time.

For added convenience, Platinum<sup>®</sup> paint is available in Dutch Boy Group's Twist & Pour<sup>®</sup> paint container that 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 made of a lightweight, durable material with an inset side handle for easy carrying.

Platinum<sup>®</sup> paint is currently available at Menards for a suggested retail price starting at \$32.98 per gallon. For more information on Platinum<sup>®</sup> paint or any of Dutch Boy Group's "simple innovations" painting products, visit [dutchboy.com](http://dutchboy.com), or call 1.800.828.5669.

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**About Dutch Boy Group:** Founded in 1907, Dutch Boy Group, a part of The Sherwin-Williams Company Diversified Brands Division, continues to be an industry leader in delivering innovative and high-quality paint products and packaging solutions.