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DUTCH BOY® DIRT FIGHTER® INTERIOR PAINT + PRIMER PROVIDES EXCELLENT COVERAGE, A DURABLE FINISH AND A LIFETIME WARRANTY

Dirt Fighter Paint + Primer Goes on Easy, Providing a Washable Finish and Saving You Time



CLEVELAND – Dutch Boy® gives Dirt Fighter® Interior Paint + Primer a new look while staying true to its exclusive formula that continues to offer consumers the same easy application for interior projects. With no need to use a separate primer on previously painted surfaces or uncoated drywall, Dirt Fighter Paint + Primer allows consumers the ultimate at-home painting solution.

Dirt Fighter’s durable, washable finish fights dirt and common household stains, and provides a lifetime warranty. Plus, the Twist & Pour® container makes beginning any home painting project a snap.

“Dirt Fighter Paint + Primer offers home owners a simpler solution to a great interior paint finish that is durable and washable,” said Michelle Bangs, Dutch Boy brand manager. “With no need to use a separate primer on previously painted surfaces or uncoated drywall, Dirt Fighter Paint + Primer makes achieving excellent coverage and a lasting finish easier.”

Dutch Boy Dirt Fighter Paint + Primer is currently sold nationwide at a variety of Dutch Boy retailers. Pricing varies by each retailer, starting at a suggested retail price of \$27.99 per gallon container for a Flat finish.

Available in Dutch Boy’s wide range of on-trend colors and finishes, a beautiful interior is just a few steps away with Dirt Fighter Paint + Primer.

For more information on Dutch Boy Dirt Fighter Paint + Primer, to find a retailer or more information on other Dutch Boy products, please visit dutchboy.com.

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About Dutch Boy:

Founded in 1907, Dutch Boy, 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. For more on Dutch Boy Group or any of its “simple innovations” painting products, visit dutchboy.com or call 1.800.828.5669.

