

FOR IMMEDIATE RELEASE

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FACT SHEET

**REDSEAL® PORCELAIN™ INTERIOR COATINGS WITH
REVOLUTIONARY CERAMIC TECHNOLOGY**

Pratt & Lambert's new RedSeal® Porcelain™ offers **consumers** many features and benefits, including the following:

- RedSeal Porcelain Acrylic Latex provides consumers with a high-quality paint that offers exceptional durability. RedSeal is **infused with hard, ceramic molecules bonded together by a tough acrylic resin**. The two combine to form a paint that provides **exceptional coverage and a barrier that most stains simply can't penetrate**. Cleanup is as easy as **wiping stains off with a mild household cleaner or soap and water**.
- RedSeal Porcelain comes with a **35-year warranty**. And, consumers are guaranteed an easy, **spatterless application** resulting in a smooth finish.
- RedSeal Porcelain possesses unique drying properties that result in a **superior finish that's consistent and uniform**.
- Offered in **Flat and Eggshell finishes**, RedSeal Porcelain is available in more than **1,000 Pratt & Lambert Never Compromise® Colors**, as well as our historical **WILLIAMSBURG®** color palette.
- RedSeal Porcelain is **low odor, low VOC and MPI Green Performance approved**.