



## PRATT & LAMBERT® PAINTS INTRODUCES THREE NEW PREMIUM PRODUCTS



CLEVELAND (6/7/17) – Pratt & Lambert® Paints, an industry leader in innovative and premium quality paint products, is proud to announce the launch of three new paint products available exclusively at leading independent paint and hardware retailers nationwide. The products include:

- Aquanamel™ Waterborne Alkyd Enamel, a coating that provides superb flow and leveling with a hard and durable finish—ideal for interior trim, doors and cabinets.
- Fresh-Spec™ Zero VOC Interior professional paint, a new zero VOC\* paint that is ideal for use in occupied spaces such as schools and health care facilities, commercial repaints, and new construction.
- Accolade® Exterior Premium Paint & Primer is a 100% acrylic house and trim paint designed to withstand harsh winter and summer weather extremes.

Combined with the brand’s exceptionally beautiful and vast color offerings, the introduction of these three new products provides painting professionals and consumers the ability to achieve remarkable results on every interior and exterior painting project, every time. These new paints are currently available in-store.

“At Pratt & Lambert, we are constantly working to develop the most innovative and premium paint products that meet and exceed the needs of our many different types of customers,” said Vageesh Bakhshi, Pratt & Lambert Product Manager. “From professional painters, to interior designers and consumers our goal is to offer a wide range of products with unparalleled quality.”

### **New Aquanamel™ Paint**

Aquanamel Waterborne Alkyd Enamel provides professionals and consumers the convenience and ease-of-use of a waterborne coating with the application and performance of an oil-based paint. Aquanamel cures to a hard, durable finish while flowing and leveling like a traditional Alkyd—minimizing surface imperfections. With excellent brush, roll and spray applications, its ideal for use on many surfaces, including cabinets, doors, and trim. The formula also allows for easy clean up with just soap and water—no solvents required. Aquanamel is available in three finishes; Satin, Semi-Gloss and Gloss.

### **New Fresh-Spec™ Zero VOC\* Paint**

Fresh-Spec Zero VOC interior latex is a premium quality, professional Zero VOC\* paint that is ideal for occupied spaces such as schools and health care facilities, commercial repaints, and new construction.

Fresh-Spec offers excellent brush, roll and spray application, and with GREENGUARD GOLD certification, professionals can paint with confidence knowing that this product is certified for low chemical emissions. Fresh-Spec ~~and~~ is available in a wide range of finishes, including Flat, Eggshell, Satin and Semi-Gloss—which align with MPI Gloss Levels 1, 2, 4 and 5. This product offers smooth application, great touch-up and high hide. It's a great choice for interior projects when product quality and indoor air quality are top of mind.

\*Zero VOC when used with GeoShades colorants. Applies only to base paint. VOC level may increase significantly depending on the colorant used.

### **New and Improved Accolade® Exterior Premium Paint & Primer**

Pratt & Lambert has improved their leading exterior paint to deliver even more long-lasting beautiful results with higher performance—including exceptional adhesion and durability.

This 100% acrylic house and trim paint has been designed to resist blistering, chipping, peeling and chalking, while also providing a mildew resistant coating that may be applied in temperatures as low as 35°F. It can be applied over most surfaces without the need for a separate primer. It can even be applied directly over chalky, dirty or glossy surfaces without the need to power wash or sand. Accolade Exterior Premium Paint & Primer is available in Flat, Eggshell, and Semi-Gloss sheens, providing users many options to achieve their desired look and result.

These new products are distributed through leading independent paint and hardware dealers nationwide. For more information on the new Pratt & Lambert products, please visit: [www.prattandlambert.com/proproducts](http://www.prattandlambert.com/proproducts). For more information on Pratt & Lambert Paints, color and project inspiration and where to purchase, please visit [www.prattandlambert.com](http://www.prattandlambert.com) or call 800-BUY-PRATT.

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### **About Pratt & Lambert®**

Pratt & Lambert Paints, distributed through independent paint and hardware dealers, is preferred by professionals and consumers nationwide. Pratt & Lambert manufactures a complete line of innovative paint products formulated to beautify, protect and add lasting value and is committed to customer satisfaction. Pratt & Lambert is a business unit of The Sherwin-Williams Company and is headquartered in Cleveland, Ohio.

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