

Tested. Trusted.

Independent ratings provide confidence and help you upsell to your preferred coatings

As a professional painting contractor, you understand the value of using the highest quality coatings. They apply easier, look better, last longer and require less maintenance. In short, they make you look good in your customers' eyes and help generate that all-important repeat and referral business.

In today's cost-conscious world, however, it's sometimes an educational process to help your residential and commercial customers understand the value of the best paints. That's where independent paint ratings can come in handy.

Basically, there are two ways to judge paint quality. You can ask a guy in a lab coat. Or you can ask the people who actually use the products. Or, you can do both.

First, let's take a look at what pros like yourself are saying.

MarketVision: Independent research firm MarketVision conducted a study that revealed Sherwin-

Williams ranked No. 1 among painting contractors for all their painting needs. That's first in exterior paints and interior paints.

Consumer Search: Consumer Search, a subsidiary of the New York Times, also polled painting contractors. In this survey, they concluded that Duration Exterior Latex is the best exterior house paint.

SuperPaint Exterior Latex was rated the best value exterior paint.

Other independent agencies have also ranked paint products. Here is a look at two of the most prominent:

ASTM and Duration Home: Formed in 1898 and originally known as the American Society for Testing and Materials, ASTM International is one of the largest voluntary standards development organizations in the world, and is a trusted source for tech-

Tests Prove It



Sherwin-Williams' product testing shows that when it comes to common household stains, Duration Home outperforms all other washable paints including ceramic coatings. Duration Home is superior in both washability and burnish resistance.

STAIN	DURATION HOME	COMPETITOR
Vinegar		
Wine		
Tea		
Grape Juice		
Coffee		
Pop		





nical standards for materials, products, systems, and services. Known for their high technical quality and market relevancy, ASTM International standards have an important role in the information infrastructure that guides design, manufacturing and trade in the global economy.

ASTM's rigorous tests confirm that Duration Home is the ultimate interior coating for washability, durability and finish.

Good Housekeeping and Sherwin-Williams:

From its introduction in 1909, the Good Housekeeping Seal has become the most widely recognized symbol of quality assurance and dependability. Six products from Sherwin-Williams have all earned the Good Housekeeping Seal. They include:

- Duration Exterior Latex
- Duration Home
- Harmony Interior Latex
- Resilience
- SuperPaint Exterior Latex
- SuperPaint Interior Latex



When you're bidding your next job, make use of these independent results to help assure your customers that you using the best coatings for their project. **PPC**