

## LOOKS THAT LAST

Want walls that stay beautiful without time-consuming maintenance or frequent repaints? Sherwin-Williams' new Duration Home™ Interior Latex Coating delivers a beautiful finish with better washability than any other paint or ceramic coating, and superior burnish-resistance (i.e. won't leave a shiny spot when washed or brushed against).

What sets Duration Home apart?

- Patented technology that keeps stains from penetrating so they can be wiped away with water or mild soap, no harsh chemicals needed.
- Beauty that lasts, thanks to outstanding burnish-resistance.
- A washable coating that has ultra-smooth,

easy application with very good hide and touchup capability.

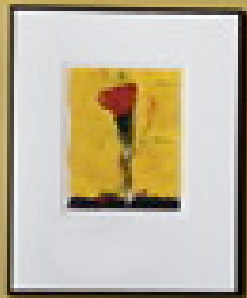
- Low-VOC, lower odor, and antimicrobial properties to resist mildew.

"Duration Home is the ultimate interior coating," says Steve Revnew, director of residential marketing at Sherwin-Williams. "It is ideal for residential repaints or as an upgrade option in new homes or for high-end commercial work."

Duration Home is available in matte and satin finishes in more than 900 Sherwin-Williams colors. For more information about Duration Home, contact your nearest Sherwin-Williams store or Architectural Account Executive, or call the Architect and Designer Answerline at (800) 321-8194. ■



New Duration Home Interior Latex Coating is stain- and burnish-resistant.



## Quality paint pointers

Superior hide and touchup, burnish resistance and durability matter — to your customers and your business. High-performance paints and coatings may cost more initially, but pay for themselves with enhanced performance over time. The next time you spec paint, let your customers know why quality matters as much as color.

Using high-performance paint ensures:



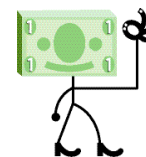
**Fewer coats**, translating into faster project completion and lower labor costs.



**Long-term durability**, so paint looks good longer and you don't have to repaint as often.



**Maximum color retention**, so the color you want is the color you keep.



**Lower costs** in the long run. High-quality paint requires less-frequent repainting, ensuring a lower per-year cost over the lifetime of the project.

**The planet also benefits** because you'll use fewer coats of paint and repaint less often, which reduces waste and emissions.