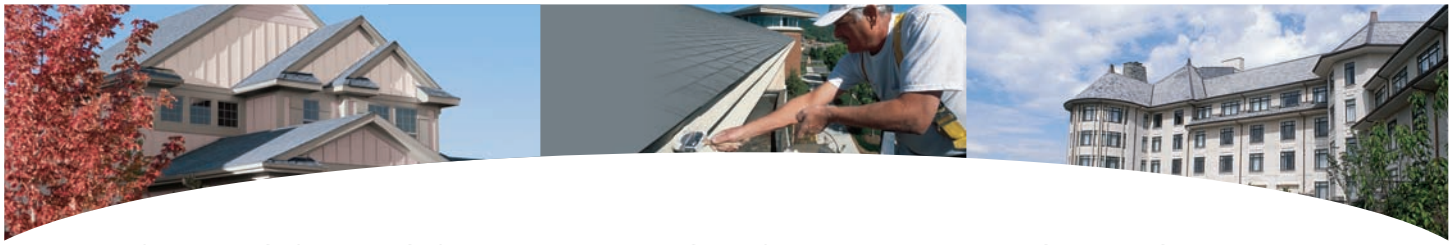
Duration®

FOR EXCELLENT DURABILITY AND HIDE.

EXTERIOR ACRYLIC COATING



ONE-COAT CONVENIENCE ON REPAINTS. EXCELLENT RESISTANCE TO PEELING AND BLISTERING.

Duration® Exterior Coating is formulated with PermaLast™ Technology and infused with advanced acrylic co-polymers for long-lasting performance. Duration has a high film build and provides a thick, flexible layer which results in excellent hide and protection from peeling and blistering. And Duration now has a longer open time to easily achieve a smooth appearance.

Duration is self-priming and provides a mildew-resistant coating. It requires just one coat for repaints and two coats for new work so exterior jobs get done fast. Combine that with premium durability, and you'll benefit from a wealth of advantages — saving time and money, minimizing callbacks and repaints.

DURATION KEY BENEFITS

• Formulated with PermaLast™ Technology — for more durability and a thicker coat than ordinary latex paints.	• Self-priming — use one coat for repaints and two coats for unpainted surfaces.
• Excellent protection from cracking, peeling and blistering.	• Meets the most stringent VOC regulations.
• Flash rust resistance minimizes nail head rusting and its tannin bleed resistance is better than conventional latex paints.	• Available in flat, satin and gloss.
• Low temperature application down to 35°F.	• Contains VinylSafe® Technology — allowing you to paint darker colors on vinyl siding without worrying about warping or buckling.

with PermaLast™ Technology

Backed by a Lifetime Limited Warranty.

with VinylSafe® Color Technology for more color options

DURATION IS BROUGHT TO YOU BY A NAME YOU KNOW AND TRUST.

For more than 145 years, Sherwin-Williams has provided contractors, builders, property managers, architects and designers with the trusted products they need to build their business and satisfy customers. Duration is just one more way we bring you industry-leading paint technology — innovation you can pass on to your customers.

Plus, with more than 3,500 stores and 1,800 sales representatives across North America, personal service and expertise is always available near jobsites. Find out more about Duration Exterior Latex Paint at your nearest Sherwin-Williams store or to have a sales representative contact you, call **800-524-5979**.