

## FOR IMMEDIATE RELEASE

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## DUTCH BOY® REFRESH® SEMI-GLOSS PAINT FACT SHEET

- Refresh® semi-gloss paint is the newest offering in Dutch Boy's continuous development of product breakthroughs. It is available in hundreds of today's most popular paint colors contained within Dutch Boy's Color Simplicity color selection system.
- New Refresh semi-gloss paint is a premium paint that sets an industry standard for excellence by offering exceptional application that helps to eliminate lap or roller marks. Its smooth application also means there's virtually no spatter, improving the overall painting experience and cutting cleanup time.
- Dutch Boy's Refresh paint (in all finishes) is the first and only paint available to consumers that offers proven Arm & Hammer® odor-eliminating technology that reduces common household odors.
- Refresh paint provides a zero Volatile Organic Compound (VOC) formulation and is Indoor Air Quality certified by The GREENGUARD Environmental Institute. Additionally, Refresh semi-gloss paint carries a Green Cert manufacturer's designation.
- Created in response to consumer demand for the widely-used paint finish, Refresh semi-gloss paint joins several other Refresh paint finishes, including flat latex enamel, eggshell, satin and ceiling paint.
- Refresh semi-gloss paint's formulation provides excellent hide, scrubbability and durability to keep walls looking fresh for years to come.
- Refresh semi-gloss paint is available in Dutch Boy's all-plastic Twist & Pour™ paint container that features a re-sealable twist-off lid.
- Refresh semi-gloss paint is currently available nationwide at a variety of Dutch Boy retailers. The per gallon retail price starts at \$25.98, depending upon the specific retailer.
- For more information on Refresh semi-gloss paint or any of Dutch Boy's "Simple Innovations" painting products, visit [www.dutchboy.com/refresh](http://www.dutchboy.com/refresh), or call 1.800.828.5669.