



# NEW DULUX DIAMOND DISTINCTION™ INTERIOR PAINT



## CLEAN FREAKS REJOICE!

What if there was a paint that allows you to wipe away most stains with ease?

Yes, really. **WIPE CLEAN!**

*Dulux Diamond Distinction* Interior Paint is formulated with proprietary **CLEAN SURFACE TECHNOLOGY™** to form a barrier to stains. It keeps more of a stain at the surface where you can easily wash it away with an all-purpose cleaner. Stop reaching for abrasive sponges and cleaners that damage your paint. *This paint is different.*

Uh huh, really.

Engineered to deliver exceptional resistance to stains and scuffs, and to resist unsightly marks from cleaning and abrasions, this paint delivers an easy clean to help you maintain that freshly-painted look. Proprietary **CLEAN SURFACE TECHNOLOGY™** integrates the toughness of automotive coatings with stain-proof electronics coatings technology. Stains like wine, greasy hand grime and scuffs are easy to remove.

Yup, really. **REMOVE TOUGH STAINS AND SCUFFS EASILY!**

### POWERED BY **CLEAN-SURFACE TECHNOLOGY™**

Repels the most difficult stains


Resists gloss change and color loss from cleaning and abrasion


Easy cleaning experience

#### STANDARD PAINTS

 Stain spreads across the paint surface on contact.

 Stain absorbs into the film.


 Cleaning removes only the surface stain.

 Absorbed stain remains in the paint film.

#### NEW DULUX DIAMOND DISTINCTION™

 Painting the surface with *Dulux Diamond Distinction* creates a barrier against stain.

 *Dulux Diamond Distinction* barrier contains more stain on the surface.

 Gentle washing with all-purpose cleaners removes more stain.

 Paint surface is cleaner.

## It does all that? Really?

Highly resistant to stains and scuffs.  
CLEAN-SURFACE TECHNOLOGY™ keeps more of a stain on the surface.

High hiding, low odour, low VOC paint and primer in one in a warm matt finish with just a hint of sheen.

Highly resistant to burnishing (glossy spots) and marring (white marks), even in deep colours.

Formulated to resist mildew growth on the paint film.

## What does that mean?

Life happens, no need to live in fear of stains. Just wash them easily away. No need for abrasive cleaners and sponges that damage the finish.

Easy application means less effort and low odour.

Use colour with confidence, even in high-traffic areas.

A long-lasting finish, even in humid areas like bathrooms and kitchens.

**Keep your walls looking fresh until you are ready for a change of colour.**

## NEW DULUX DIAMOND DISTINCTION™ OUTPERFORMS LEADING SUPER-PREMIUM PAINTS

### BEFORE CLEANING

### AFTER CLEANING\*

Wine						
Grape juice						
Coffee						
Lipstick						
Black oil						
Scuff marks						
Green crayon						
	SHERWIN WILLIAMS® EMERALD®	NEW DULUX DIAMOND DISTINCTION™	BENJAMIN MOORE® AURA®	SHERWIN WILLIAMS® EMERALD®	NEW DULUX DIAMOND DISTINCTION™	BENJAMIN MOORE® AURA®

### IDEAL FOR:

BEDROOMS | KITCHENS | BATHROOMS | LIVING ROOMS | HALLWAYS | KIDS' ROOMS | PLAY ROOMS | MEDIA ROOMS



**Too good to be true?**

**Scan the code to witness stains wipe away.  
Clean.**



\*Panels were cleaned by professional painters in field testing. Paints were untinted white bases.

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