

Paint & Decorating RETAILER

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HOT NEW PRODUCTS

Adding Sizzle to Your Sales

Also In This Issue:

- Faux-Finishing Trends
- Lead & Graffiti Abatement Products
- What's New in Window Coverings

Zero-VOC 563 Painters Primer From Muralo

Muralo has reintroduced 563 Painters Primer with a new zero-VOC formula.

563 has been reformulated to meet the growing market demand for high-performance eco-friendly products. This unique reformulation combines new green technology with 563's time-tested high quality features, which painting contractors have come to rely upon.

Formulated with no harmful solvents, 563 is a water-based latex, based on a sustainable chemistry technology. It meets or exceeds Green Seal™ and LEED® green building requirements. This fast-drying, virtually odorless, zero-VOC primer/sealer is specified for space that is occupied dur-



ing painting. It's also ideal for nursing homes, schools, babies' rooms and health care facilities, as well as the hotel/motel industries.

563 is highly recommended for use on all new or old interior surfaces and previously painted exterior surfaces in sound condition. alkyd or latex topcoats.

Muralo, muralo.com.