



DIAMOND TOUGH-ER



NEW LOOK **NEW FORMULA**



DIAMOND TOUGH-ER

DULUX® DIAMOND™ Exterior is a 100% Acrylic High-Build Latex Paint specially formulated with outstanding technologies to withstand the ever-changing Canadian weather. This paint provides advanced UV protection and dirt resistance to keep exterior colours looking like new for years to come. Formulated with an effective fungicide to resist deterioration by mould, fungus/mildew. Excellent flow and levelling, resists cracking and peeling. Advanced Acrylic polymer technology stops the penetration of dirt and water while still allowing the coating to breathe.



Outstanding Dirt Resistance

A durable surface that resists dirt pickup without compromising flexibility



High Build for Exceptional Hide

High film build allows for single coat application equal to or better than two coats



Climate Resistance

Specifically formulated to resist mildew on the paint film



Enhanced UV Resistance

UV absorbers prevent breakdown of the paint and from the damaging rays of the sun



Low Temperature Application

Extends the painting season and lets you get more done in a day



Easy Flow Modifiers

Result in excellent flow and leveling, with no brush or drag marks

	Flat	Satin	Semi-Gloss
Product Code	16330	16440	16520
Base	White, Medium, Ultra Deep	White, Medium, Ultra Deep	White, Medium, Ultra Deep
Size	Quart, Gallon, Pail	Quart, Gallon, Pail	Quart, Gallon, Pail (White, Ultra Deep)
MPI Approval	#10	#214*	#311

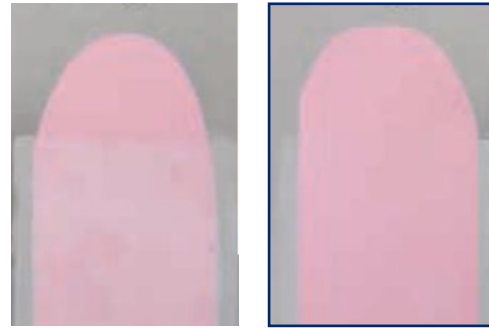
*Pending

UV Protection

Customers spend a great deal of time selecting just the right colour for their homes. When colours fade, so does their pride of ownership.

After 5,000 hours of exposure to intense UV rays, *Dulux Diamond* Exterior still looks great. Your customer's home deserves the best.

5000 Hrs. UV Testing



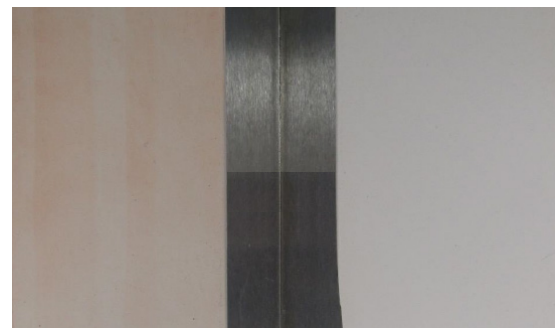
Competitor A

NEW Dulux
Diamond Exterior

Dirt Pick-Up Resistance

We formulated the new *Dulux Diamond* Exterior to resist dirt pick-up. As you can see on the right, *Dulux Diamond* Exterior stays clean and fresh longer, and it contains an effective fungicide. Whites stay whiter, colours stay stronger and the surface keeps that freshly painted look for longer

Test method measuring the degree of dirt that sticks to the surface prior to trying to wash the dirt off.

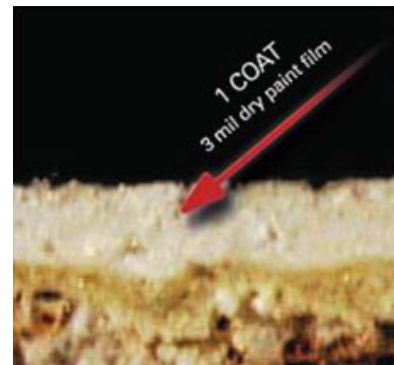


Competitor A

NEW Dulux
Diamond Exterior

High-Build for Exceptional Hide

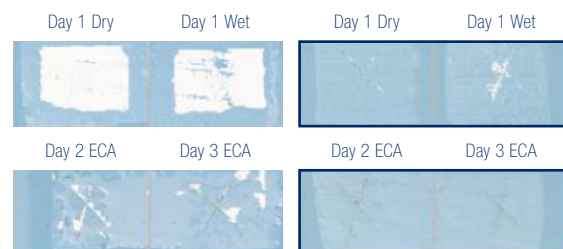
The high film build of new *Dulux Diamond* Exterior allows a single application of the product to perform equal to or better than two coats of conventional house paint. The result is a better hiding, longer lasting finish that saves time and money on the job.



Adhesion

Dulux Diamond Exterior formula delivers outstanding adhesion vs. competition, even when exposed to large variations in temperature and humidity

Test method: Dry/wet adhesion tests are performed in a laboratory setting on chalky panels, which are difficult to adhere to. After 1-day and 2-day cure times a cross-hatch is applied and both dry and wet adhesion are tested using an ASTM-specified tape. Environmental cyclic adhesion(ECA) were performed in a laboratory setting over multiple days while being exposed to temperatures and conditions.



Competitor A

NEW Dulux
Diamond Exterior

Tough Paint for a Tough World.



The DULUX® Difference

Superior Quality Paint, Great Value.

Dulux is the world's leading brand of premium quality paint. Our paints consistently live up to the *Dulux* reputation for verifiable, total product performance that you recognize and expect. *Dulux* paints are made with superior raw materials and undergo extensive product testing with chemists, field experts and professional painters before reaching our store shelves. *Dulux Diamond* Exterior Paint is manufactured in our Canadian manufacturing facilities in Ontario and British Columbia

Learn more at [Dulux.ca](https://www.dulux.ca)

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