



Press Release
26th November 2010

Dulux Trade Launches New Diamond Applier Guide

Dulux Trade has launched a new Applier Guide for its hard-wearing Diamond range, helping professional applicators to make informed decisions and recommendations as to which product is best suited for a job.

Whether it is Diamond Matt, Satinwood, Eggshell or Glaze, the Applier Guide makes discussing the Diamond range with customers simple and straightforward. The new handy pocket sized booklet contains the latest information on drying times, recommended application methods, colour ranges available, coverage, pack sizes and finishes.

"We've created the new Dulux Trade Diamond Applier Guide for professional decorators who want to get the very best out of our products," said Rachel Toolan, Brand Manager at Dulux Trade. "What's more, the hints and tips included in the booklet help professionals stand out in what is a very competitive market, by ensuring they are able to offer their customers the best possible solution for any project."

Setting the standard for durability and stain resistance in water-based coatings, the Dulux Trade Diamond product range offers water-based interior paints tailored for the decorating professional. Being easy to apply and low odour, the quick drying paint ensures the job is completed efficiently. It is also ten times more durable, resulting in a smart finish that lasts longer.

In addition, both Diamond Matt and Diamond Eggshell are now available in Dulux Trade Light & Space. This specialist formulation contains LumiTec technology, making the paint great for use in small or dark spaces where it can help give the illusion of more space by reflecting light back into the room.

To order or download a copy of the new Dulux Trade Diamond Applier Guide 2010, visit www.duluxtrade.co.uk

Ends

Notes to editors:

ICI Paints AkzoNobel is the world's leading decorative coatings company and number one in the world for decorative paints and performance coatings. Its portfolio includes market-leading brands such as Cuprinol Trade, Dulux Trade, Glidden Trade, Hammerite, Polycell Trade, and Sikken's.

ICI Paints AkzoNobel is continuously working to develop new and differentiated products and services to meet customer needs, and is the leader in environmental sustainability. Experts in colour with an unrivalled colour range, the company ultimately offers specifiers, contractors and decorators the support they need to do a great job.


Diamond Range





Paints



The company's leadership in formulation science, combined with its commitment to improve the environmental footprint of its products throughout their life cycles is the perfect combination for the journey 'Step Towards Greener'. Although decorative coatings contribute less than two per cent of the total amount of VOCs emitted in the UK, ICI Paints is at the forefront of implementing the new regulations regarding VOCs which came into force on 1st January 2010.