

Press Release
2nd December 2010

Dulux Trade Launches Reformulated Fast Matt

Dulux Trade has reformulated its Fast Matt specifically for contractors who want to get ahead of the game in an increasingly tough market place.

Developed to reflect current industry issues, including tight timescales and strict budgets, the reformulated Fast Matt boasts improved opacity and whiteness as well as an increased spreading rate of 17m² per litre, offering contractors the very best value for money. Additionally, the reformulation means that Dulux Trade Fast Matt has increased burnish resistance, helping it maintain that desirable flat finish and ensuring professionals' jobs are made easier without compromising on quality of finish.

With its ready to use application offering less splatter, Fast Matt is specifically formulated for use on plaster board and dry-lining. The typically low sheen of Fast Matt also delivers excellent touch up properties giving an excellent finish and allowing it to be used in areas of critical lighting.

Alex Briggs, Brand Manager for Dulux Trade Core, says: "Continuing its promise to provide proven and trusted products that deliver consistent results, the improvements made to Dulux Trade Fast Matt ensure it remains at the forefront for decorating professionals. With benefits that include those mentioned above, the reformulated Fast Matt has been specifically developed to strengthen the contractor offering, meeting the needs of contractors who want a reliable paint in a challenging environment."



For more information on ICI Paints AkzoNobel or Dulux Trade Fast Matt visit www.icipaints.co.uk

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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 Sikkens.

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.

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 AkzoNobel is at the forefront of implementing the new regulations regarding VOCs which came into force in 2010.