



Press Release
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Dulux Trade Professional Product Guide Receives Facelift

Dulux Trade understands the importance of specifying the right products for the right job, if the best possible results are to be achieved.

To support this aim, Dulux Trade has updated its Professional Product Guide, providing unrivalled professional and expert advice to the industry. The enhanced guide includes the latest range of Dulux Trade products and informative new sections addressing topics such as sustainability and VOC legislation.



The Dulux Trade Professional Product Guide has been reformatted to make it even more user friendly. The product selector guides are clearly and simply divided, with easy-to-use tables that enable quick identification of the most suitable products for the area of application.

In addition, a section of the guide has been developed to promote the latest Dulux Trade services available to decorators and contractors, such as the Dulux Select Decorators and Dulux Trade Contract Partnership schemes.

Each Professional Product Guide gives decorators and contractors the opportunity to subscribe to free of charge Dulux Trade information updates, providing up-to-date news on product innovations and services, helping businesses compete more effectively, through their awareness and knowledge of the latest industry developments.

The extensive range of Dulux Trade products featured in the guide includes: Ecosure Quick Drying Eggshell, delivering on sustainability and durability; the innovative Pyroshield Durable Matt flame-retardant system; and Paint Solidifier, the revolutionary solution for the safe, responsible disposal of waste paint. Products from the Polycell Trade range are also featured in the guide.



Nicolas Guichard at Dulux Trade says: "2009 has been an exciting year for Dulux Trade, with the introduction of innovative new products within the Pyroshield and the Ecosure ranges, as well as expanding the number of finishes available in the Light & Space colour range such as Vinyl Matt and Diamond Eggshell. The enhanced Professional Product Guide encapsulates the Dulux Trade passion for providing expertise and support to contractors and decorators. It also instils confidence among the professional market by supplying the knowledge required that separates them from their competitors, thus enabling the highest-quality of work to be carried out."