

Press Release
21st October 2009

Glidden Trade Improves Endurance Smooth Masonry Paint

Glidden Trade's improved version of Endurance Smooth Masonry paint provides significantly better opacity and covers further than all direct competitors.

Glidden Trade has launched the new improved Endurance Smooth Masonry Paint as part of the brand's continued investment in product development.



The new product is proven to provide significantly better opacity and covers further than all direct competitors(1), offering professional tradesmen excellent value for money without compromising on quality. Another new feature of Glidden Trade Endurance Smooth Masonry Paint includes 30 minutes shower resistance, which gives professional decorators the confidence to apply the paint in changeable weather conditions.

The water based formulation ensures fast re-coat and drying times as well as easy clean up, which results in minimum downtime. The paint in Brilliant White is available now, and the Magnolia will be in stores in early 2010. Endurance Smooth Masonry Paint comes in five litre and 10 litre pack sizes, the new paint can be applied by brush, roller or spray, making the product suitable for any exterior domestic or commercial project.

Suneal Gill, at Glidden Trade, commented: "The new product launch reinforces our commitment to providing a value for money proposition, targeted at the smart and value conscious trade professional. With the full support of the world's leading decorative coatings company, ICI Paints AkzoNobel, Glidden Endurance Smooth Masonry Brilliant White offers a credible alternative to equivalent exterior products currently on the market."



The Glidden Trade range caters for all commercial and domestic projects.

For further information please call the technical advice centre on 0870 242 110 or visit www.glidden.co.uk.

Ends

(1)Excludes Dulux Trade Weatheshield Smooth Masonry Brilliant White. Includes direct competitors' equivalent products, contact us for more information. Applies to Brilliant White only. Tests carried out by ICI AkzoNobel laboratories. Results based on Kbar 6 application test used to determine opacity under comparative test conditions and theoretical spreading rate at 98% opacity. Tests done on Water Based Smooth Masonry Brilliant White vs. direct competitors' equivalent products. Tests also performed on Glidden Trade Endurance Smooth Masonry Brilliant White pre August 2009.

Press Enquiries to:

Laura Mashiter or Vicki Lamb at Tangerine PR
Email: laura@tangerinepr.com; vicki.lamb@tangerinepr.com
Tel: 0161 817 6600

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.

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 will come into force in 2010.