

Ultra-Premium Interior Paints

SUPREMA[®]

INTERIOR

Superior Performance for High-end Interiors.



THE #1 CHOICE OF
PAINTING PROFESSIONALS[®]

SUPREMA®

is a complete line of ultra-premium, ultra-low VOC, acrylic latex paints. It combines exceptional hide with superior durability, washability and block resistance. It is ideal for use in any interior setting where superior performance is required.

Why SUPREMA® outperforms other interior paints

- :: SUPREMA is formulated using the highest quality resins to provide better scrub resistance, improved block resistance, and superior flow and leveling.
- :: Better block resistance is achieved through tougher resin particles, creating a harder finish
- :: Excellent flow and leveling comes from a special thickening agent that interacts better with the resin
- :: Applies easily and dries to a smooth, uniform finish



Drywall



Metal



Masonry



Wood



	FLAT	VELVET	EGGSHELL	LOW SHEEN	SEMI-GLOSS
Family Room	•	•	•		
Living Room	•	•	•		
Dining Room	•	•	•	•	
Bedroom	•	•	•		
Kids' Room		•	•	•	
Kitchen & Bath				•	•
Hallways	•	•	•	•	
Ceiling	•	•	•		
Office	•	•	•		
Doors, Windows & Shutters				•	•
Moldings					•

These are commonly used gloss levels for surfaces listed above. Gloss may be affected by texture, porosity of the surface and atmospheric conditions. Please contact a Dunn-Edwards representative or your local store for specific product availability.



PRODUCTS BEARING THIS LOGO ARE EG-FREE® AND TAC/HAP-FREE

Ethylene Glycol (EG), a solvent often used in water-based paints, is listed as a Toxic Air Contaminant (TAC) and Hazardous Air Pollutant (HAP). In 1983, we were the first in the industry to voluntarily replace EG with Propylene Glycol, a non-toxic alternative "generally regarded as safe" by the FDA. Also, every Dunn-Edwards product with the EG-Free logo is formulated without any other TAC or HAP, too.



VOC AND RAVOC RATINGS ON EVERY LABEL

Dunn-Edwards is the first paint company to label its products with RAVOC ratings — Reactivity-Adjusted VOC Content — a better way to measure potential air quality impacts of coatings. To learn more about RAVOC ratings visit dunnedwards.com/RAVOC.



LEED® GOLD-CERTIFIED PAINT MANUFACTURING FACILITY

In 2011, Dunn-Edwards opened the world's first and only LEED® Gold-certified paint manufacturing facility in Phoenix, AZ. Encompassing manufacturing, product development, quality control and more, the 336,000-sq. ft. facility is designed to be the greenest in the industry.

"LEED" and related logo is a trademark owned by the U.S. Green Building Council and is used with permission.



See the **SUPREMA®** difference for yourself

Scrub Resistance

SUPREMA® outperforms other brands in durability after repeated scrub cycles. That means the painted surface will maintain its original appearance longer.

SUPREMA Flat

250 Cycles

National Brand



SUPREMA Velvet

800 Cycles

Regional Brand



SUPREMA Eggshell

200 Cycles

Regional Brand



SUPREMA Low Sheen

600 Cycles

National Brand



SUPREMA Semi-Gloss

400 Cycles

National Brand

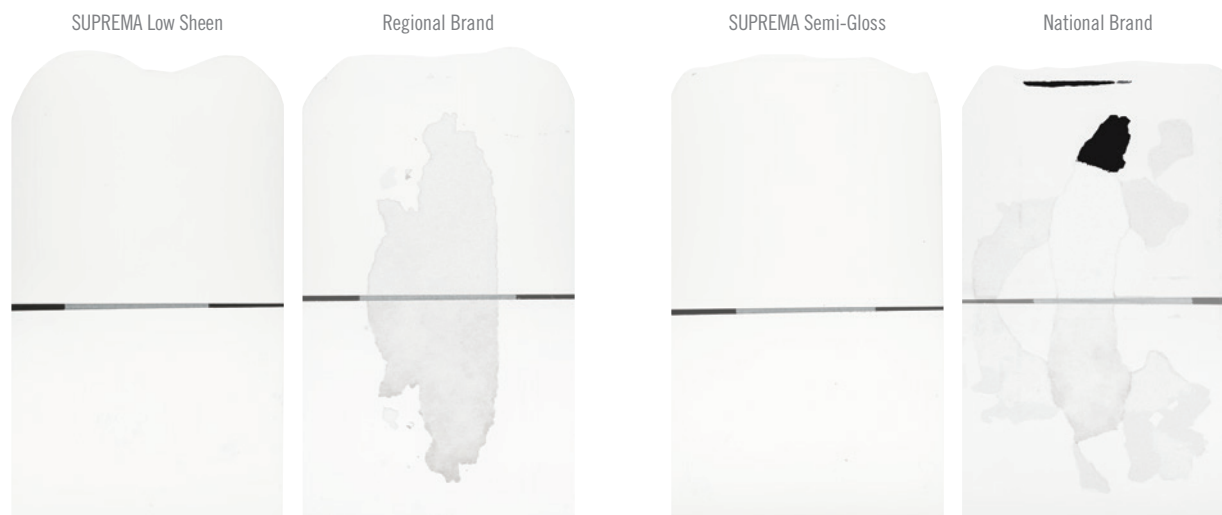


Scrub Resistance Test Method: Paints are applied to black charts. After drying for seven days, the charts are placed in an abrasion testing machine and stopped at the indicated cycle. Complete film deterioration occurs when a full line of black background is exposed.

All test examples are high resolution photographs of the actual test results. The tests were conducted by Dunn-Edwards Laboratories and can be viewed at the Corporate Office by appointment.

Block Resistance

When two painted surfaces come into contact, such as a door and door jamb, they can stick together, or block. When that happens, the paint can peel from the surface. **SUPREMA** clearly beats the Regional and National Brands, as their paint is sticking together and peeling from the surface.



Flow & Leveling

SUPREMA has better flow & leveling compared to competitive products of the same gloss level. Good flow & leveling ensures that the paint dries to a smooth, uniform finish without any unsightly marks or lines.



Block Resistance Test Method: Paints are applied to black and white charts and allowed to dry for 24 hours. The charts are then cut and folded over each other. A weight is then placed on them to force the painted surfaces together. After 24 hours, the face-to-face charts are pulled apart to see if the dried paint stuck together.

Flow & Leveling Test Method: Paints are applied to black and white charts using a special blade. After drying horizontally for 24 hours, the charts are examined to determine the smoothness of the finish against a standard Leneta scale from 1 = Poor (Not Smooth) to 10 = Excellent (Completely Smooth).

THE #1 CHOICE OF PAINTING PROFESSIONALS®

As a paint contractor, your business depends on your reputation. That's why you choose quality paint to do the best possible job. Dunn-Edwards understands this. That's why we focus on providing the best performing products.

Ask any professional painter and they will tell you, Dunn-Edwards is their number one choice of paint. In an independent survey, licensed painting contractors in Los Angeles, San Diego and Phoenix were asked what paint they would use on their own homes.

The overwhelming choice: Dunn-Edwards.* The reason cited? Superior quality!

Our paints are formulated using only the highest quality ingredients for optimal performance. In addition, our representatives provide an unmatched range of services from color selection to job site walks.

We recognize that our relationship with paint contractors is based on more than what's in a can of paint. We stand ready to provide the best product and service to support your business.

*Based on an February 2015 survey of licensed painting contractors in the Los Angeles, San Diego and Phoenix areas, conducted by Options Market Research.

"After being a Dunn-Edwards customer for the last 30 years, I can say, without question, that they have the best quality paints in the business. Their customer service is top notch and my sales rep responds quickly when I need products for my jobs. And, with the FREE delivery service to the job site, I save a lot of down time that I can now spend servicing my current clients and winning new business!"

Troy Williams, Owner
P & W Painting
Carson, CA





A GREEN LEGACY, A GREENER FUTURE.

Dunn-Edwards has a green legacy that makes us proud and inspires us to do more. We are firmly dedicated to the principle of eco-efficiency, which we define as the ability to satisfy human needs in ways that minimize adverse impacts on energy and material resources, environmental quality, and human health and safety. SUPREMA® is yet another example of this commitment.



PHOTOGRAPHS: Paint colors depicted in the photographs in this color card appear differently than on actual surfaces. Photographic processes and lighting will alter color.

COVER PHOTO: Concrete: Porous Stone DE6220 Walls: Silver Fern



DUNN-EDWARDS CORPORATION

4885 East 52ND Place, Los Angeles, CA 90058
(888) DE PAINT (337-2468) | dunnedwards.com

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