

PURE PERFORMANCE™

THE PERFECT MIX OF PREMIUM PAINT PERFORMANCE AND MODERN ATTRIBUTES.



PREMIUM QUALITY PAINT FEATURES:

- EASY APPLICATION
- DURABLE FINISH
- HIGH HIDING
- EXCELLENT ADHESION
- BRIGHT, CLEAN WHITE
- OVER 1,890 COLORS AVAILABLE WITH THE VOICE OF COLOR® DESIGN SYSTEM

MODERN TECHNOLOGIES:

- ZERO VOC
- MINIMAL ODOR DURING PAINTING AND DRYING
- MILDEW RESISTANT ON THE PAINT FILM
- GREEN SEAL CLASS A CERTIFICATION

MARKET SEGMENTS:

- COMMERCIAL
- INSTITUTIONAL
- RESIDENTIAL



Pure Performance Interior Latex is the premium paint that combines excellent durability, hiding and touch-up with zero VOC, minimal odor, and mildew resistance on the paint film.

In Primer/Sealer, Flat, Eggshell, and Semi-Gloss finishes.

PURE PERFORMANCE™

PURE PERFORMANCE COMPARED TO LEADING COMPETITORS:

HIDING TEST FLAT FINISH



Blank Leneta 12H
"Zebra" Chart



Pure Performance



Competitor "A"



Competitor "B"

Applied Hiding Test Method: Each paint was brush applied to a Leneta Form 12H - Zebra Chart according to the natural spreading rate of each.

ADHESION TEST EGGSHELL FINISH



Pure Performance

DRY

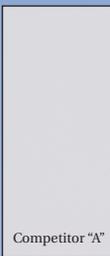


Competitor "A"

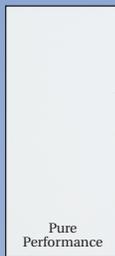
WET

Adhesion Test Method: The adhesion of each coating was evaluated and rated according to ASTM D 3359-93, Method B.

BRIGHTNESS TEST SEMI-GLOSS FINISH



Competitor "A"



Pure Performance



Competitor "B"

Brightness Test Method: The reflectance (i.e. brightness) of each coating was evaluated according to ASTM D 2805-88.

PURE PERFORMANCE IS ONE PAINT LINE THAT MEETS THE NEEDS OF MANY MARKETS.

BECAUSE PURE PERFORMANCE CAN COMPETE WITH CONFIDENCE AGAINST OTHER LEADING PREMIUM PAINTS AND LEADING ZERO VOC PAINTS.

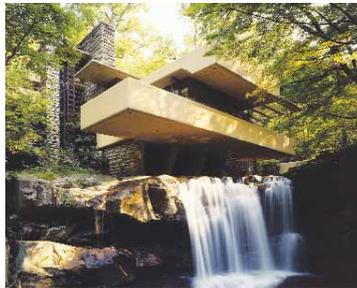
MINIMAL ODOR AND ZERO VOC MEANS OCCUPIED SPACE PROJECTS ARE COVERED.

- Hospitals and Health Care Centers
- Schools and Universities
- Retail Spaces
- Businesses and Public Spaces
- Hotels and Motels
- Residences



Pure Performance is the only paint to receive the Green Seal Class A Certification.

This is important to architects and specifiers following environmental specifications such as LEED Certification when designing "green buildings." It lets them know that Pure Performance meets strict environmental requirements.



GAINING NATIONAL ATTENTION.

Fallingwater®, ranked as the most significant architectural achievement of the 20th Century*, is undergoing renovation and quite naturally they're using Pure Performance paint.

*AIA, American Institute of Architects, 2000

Photograph by Harold Corsini used with the permission of the Western Pennsylvania Conservancy.

Product Name	Code	Available Sizes
Pure Performance Primer	9-2 Line	Gallons/3.78 L, Fives/18.9 L
Pure Performance Flat	9-45 Line	Quarts/946 ML, Gallons/3.78 L, Fives/18.9 L
Pure Performance Eggshell	9-445 Line	Quarts/946 ML, Gallons/3.78 L, Fives/18.9 L
Pure Performance Semi-Gloss	9-545 Line	Quarts/946 ML, Gallons/3.78 L, Fives/18.9 L

