



# DURATION HOME®



NOW  
AVAILABLE  
IN DEEP,  
VIVID ACCENT  
COLORS

**DURATION HOME.**

**THE ULTIMATE CHOICE FOR RESIDENTIAL  
AND COMMERCIAL INTERIORS.**

**EXCLUSIVE TECHNOLOGY FOR LONG LASTING, BEAUTIFUL WALLS.**

# Duration Home®

FOR RESIDENCES,  
COMMERCIAL SPACES,  
MULTI-FAMILY HOUSING  
AND GOVERNMENTAL  
BUILDINGS.



## SUPERIOR WASHABILITY TO ANY OTHER PAINT OR CERAMIC COATING ON THE MARKET:

- + Patented cross-linking technology – so stains don't penetrate
- + Outstanding burnish resistance
- + Wipe stains away with water or mild soap – no scrubbing
- + Ultra-smooth, easy application
- + Exceptional hide and touchup
- + Available in matte, satin and semi-gloss



## Beauty that lasts and lasts.

Whether it's a home or commercial space, Duration Home is the industry leader in interior coating technology and customer satisfaction. Areas that receive a lot of wear and tear demand top performance from a wall finish. So now whether applying pastel, midtone or deep, vivid accent colors tinted in Duration Home, you'll get the ultimate in stain resistance, washability and burnish resistance.

### ACCENT COLORS THAT RESIST MARRING

Nobody beats Sherwin-Williams when it comes to brilliant, true colors. But the drawback to bold, vivid colors has always been how easily they burnish and how poorly they wash. But now bold, vivid accent colors can be tinted in Duration Home, which will provide the superior burnish resistance, washability and stain resistance never possible before with bold colors!

### GET MORE COLOR FROM YOUR COLOR

Before applying a bold topcoat color, many professionals use a white primer or one tinted to the topcoat color. But we've found that many bold, vivid hues actually reach their true color in fewer coats when applied over a gray-tinted primer. That's why we developed our Color Prime® System of gray-tint shades for primers. Just look on the back of the color chip. If a gray-tint primer is recommended, a code of P1 through P6 will be indicated. From there, simply choose the primer and have it tinted to the correct shade of gray.



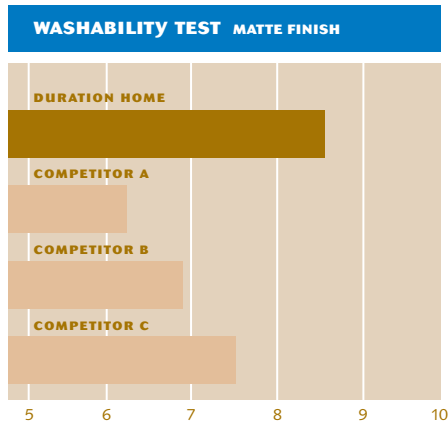
## GAIN THE COMPETITIVE EDGE

With Duration Home, you'll exceed your customer's expectations, reduce callbacks, and gain a competitive edge. Properties will have lasting appeal without costly, time-consuming maintenance or frequent repaints. Duration Home's unique patented technology is exclusive to Sherwin-Williams. There are no equals. It goes on smoothly and quickly which makes it much easier to apply than other washable coatings. It is also self-leveling with very good hide and touchup.

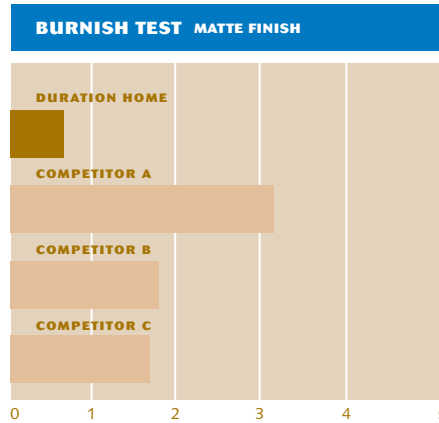
## DURATION HOME – A PROVEN PERFORMER

We're not the only ones who think Duration Home is superior to the competition. Using highly controlled ASTM\* International testing standards, an independent lab proved that Duration Home outperforms other leading brands in washability and finish retention. That's because Duration Home uses a patented, revolutionary formula that actually repels stains. Once Duration Home cures on the wall (about two weeks after application), stains will not penetrate the finish. What's more, Duration Home can stand up to repeated washings without showing any visible signs of wear. These charts show how Duration Home's performance compares to the competition.

\*American Society for Testing & Materials – trusted worldwide for technical & materials testing.



On a scale of 1 to 10, Duration Home ranks highest in stain removal.



With the lowest burnish rating, Duration Home has less visible shine after washing.



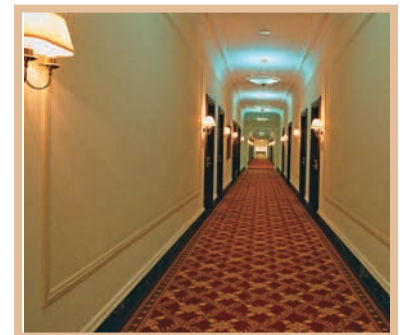
## TESTS PROVE IT

Our product testing shows that Duration Home outperforms all other washable paints including ceramic coatings. Duration Home is superior in both washability and burnish resistance.

## DURATION HOME IS AN ENVIRONMENTALLY PREFERABLE COATING FEATURING:

- + Low-VOC formula
- + Low odor
- + No harsh cleaning chemicals needed – most stains clean with water or mild soap
- + Anti-microbial properties to resist mildew
- + Reduced frequency of repaints
- + Ultimate quality and performance

Duration Home is a GreenSure product made to help you meet your green coating specifications without compromise.



## DURATION HOME IS IDEAL FOR:

- + Hotels
- + Day Care Centers
- + Restaurants
- + Apartments
- + Condominiums
- + Colleges
- + Offices
- + Theaters
- + Schools
- + Healthcare Facilities

## FIND OUT MORE ABOUT DURATION HOME

Contact your nearest Sherwin-Williams Store or Sales Representative or call 1-800-524-5979 to have a Rep. contact you.

