

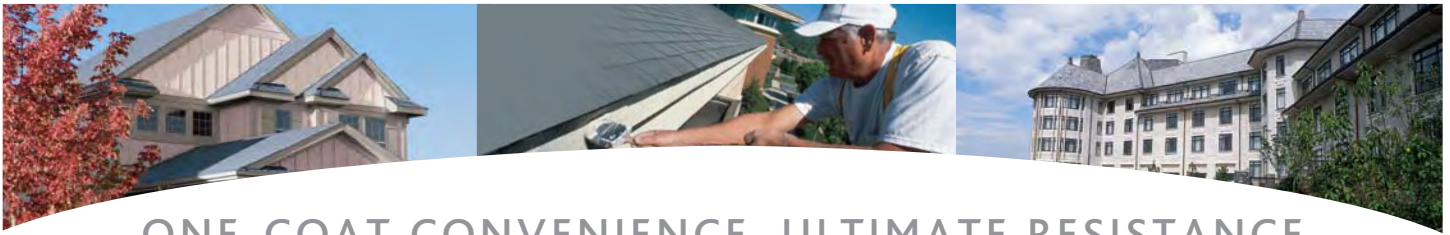


# Duration<sup>®</sup>

FOR UNMATCHED DURABILITY AND HIDE,  
DURATION<sup>®</sup> COATING GOES BEYOND PAINT.



THE ULTIMATE EXTERIOR ACRYLIC COATING



## ONE-COAT CONVENIENCE. ULTIMATE RESISTANCE TO PEELING AND BLISTERING. DURATION® PERFORMS SO WELL, IT'S BEYOND PAINT.

Duration Premium Exterior Coating is the longest-lasting coating on the market. It's formulated with PermaLast® technology and infused with advanced acrylic co-polymers that make it far more durable than even the most premium exterior paints. Duration has a 70% higher film build and provides a thicker, more flexible layer which results in better hide and extreme protection from peeling and blistering.



Duration is self-priming and mildew-resistant. It requires just one coat for repaints and two coats for new work so exterior jobs get done faster. Combine that with extreme durability, and you'll benefit from a wealth of advantages – saving time and money, virtually eliminating callbacks and minimizing repaints.

### DURATION KEY BENEFITS

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| <ul style="list-style-type: none"> <li>• Gets the repaint job done in just one coat – and quickly covers new, unpainted surfaces in two coats. Backed by a Lifetime Limited Warranty.</li> </ul> | <ul style="list-style-type: none"> <li>• Contractors can reinforce a quality reputation earning more referrals.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Flash rust resistance minimizes nail-head rusting and its tannin bleed resistance is better than conventional paints.</li> </ul>                        | <ul style="list-style-type: none"> <li>• Available in flat, satin or gloss. Use on wood, stucco, masonry, aluminum, vinyl and galvanized metal.</li> </ul>                           |
| <ul style="list-style-type: none"> <li>• Provides a thicker, more flexible layer than ordinary house paint delivering extreme protection from cracking, peeling and blistering.</li> </ul>       | <ul style="list-style-type: none"> <li>• Features VinylSafe® technology – allowing you to paint darker colors on vinyl siding without worrying about warping or buckling.</li> </ul> |



### DURATION IS BROUGHT TO YOU BY A NAME YOU KNOW AND TRUST.

For more than 140 years, Sherwin-Williams has provided contractors, builders, property managers, architects and designers with the trusted products they need to build their business and satisfy customers. Duration is just one more way we bring you industry-leading painting technology – innovation you can pass on to your customers.

Plus, with more than 3,300 stores and 1,800 sales representatives across North America, personal service and expertise is always available near jobsites. To find out more about Duration Exterior Latex Paint, contact your nearest Sherwin-Williams store or sales representative. Or to have a rep contact you, call **800-524-5979**.

