

**ICI Dulux**  
**TRADE** **Diamond Matt**



CI/Sfb (4) (w)

**A durable matt paint that  
washes clean again**

**and again and again**

**and again and again**

**and again and again**

**and again and again**

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- ❖ **A breakthrough in matt paint technology**
- ❖ **The first matt that's as tough as acrylic eggshell**
- ❖ **Washable, scrubbable and stain resistant**
- ❖ **Extends maintenance cycles, saves money**

# ***Diamond Matt - a real breakthrough in matt paint technology***

Before now, choosing a paint finish has always been a compromise between the aesthetic benefits of a matt finish and the toughness you need, particularly in commercial and high traffic environments. But not any more. Now, thanks to new **Dulux Diamond Technology** you can have both.

## ***The durability of acrylic eggshell with no compromise on finish***

**Dulux Trade** has created a new benchmark in trade matt paint. **Diamond Matt** is 10x more durable than even vinyl silk finishes – that's as tough as acrylic eggshell. **Dulux Trade Diamond Matt** is so tough that it can be scrubbed clean time after time without affecting the matt finish. And **Diamond Matt** goes even further than that – providing built-in resistance to common stains that wipe clean because they don't soak into the paint film.

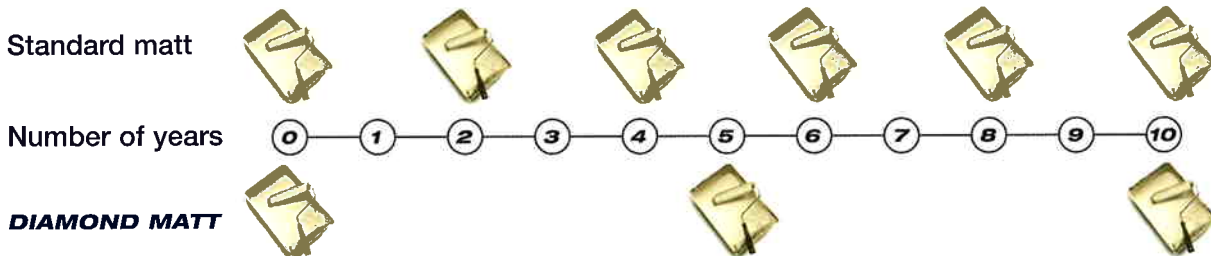
### ***Key Product Features at a Glance***

- ***A matt that's 10x tougher than even vinyl silks - that's as durable as acrylic eggshell***
- ***A washable matt paint that can be scrubbed clean again and again without polishing up***
- ***Superior resistance to many common stains***
- ***Available in over 10,000 colours***

# Extended maintenance cycles reduce redecoration costs

Conclusive tests show that **Diamond Matt** can be scrubbed clean to remove scuffs and marks without affecting the matt finish. This means that surfaces can be cleaned rather than redecorated, delivering cost savings of up to 90%. What's more, on average standard matts need to be redecorated every two years, whereas **Diamond Matt** typically only requires redecoration every five years, meaning longer maintenance cycles and therefore reduced lifetime cost.

## Maintenance cycle for a typical medium wear environment



Use this sample panel to try out the durability of **Dulux Trade Diamond Matt** for yourself

**A breakthrough matt that can be scrubbed clean** ✓

**Number one choice for extending maintenance cycles** ✓

**Available in over 10,000 colours** ✓

**because life's tough there's...**



ICI Paints offer a complete range of services to specifiers through their network of Trade Specifier Account Managers. These include:

#### Site Surveys

ICI Paints Trade Specifier Account Managers will carry out a full site inspection. This will include assessment of the current state of surface coatings, help with identification of difficult substrates and advice on extending maintenance cycles.

#### Specification Writing

ICI Paints offers full specification support tailored to your individual requirements. This will ensure that correct preparation is identified and that the products specified are correct for the environment and substrate type.

#### Pre-contract Meetings

The ICI Paints Trade Specifier Account Managers will attend pre-contract meetings where potential concerns can be highlighted and dealt with before the project starts.

#### Site Visits

During the course of the work, if required, site visits can be made to ensure that the work is being carried out in accordance with the specification. This can include monitoring of climatic conditions, preparation and application, as well as measuring wet and dry film thickness.

#### Report to project owners

A critical element of any project is minimising down time. Knowing the status of the work in progress and thus keeping control of events is equally important. The ICI Paints Trade Specifier Account Managers will ensure that Property Managers are kept informed about the status of all work in progress.

#### Colour Service

For larger painting projects, ICI Paints Colour Consultants can provide help and advice on colour choice using Dulux Previews, our unique colour specification software.

#### Health and Safety

We can help and advise on relevant health and safety issues.



The aims of Dulux Trade Contract Partnership are threefold – to focus and maintain quality, to do the job first time effectively and efficiently, thereby saving time and money, and to increase maintenance cycles and cost control. Specifiers adopting the Dulux Trade Contract Partnership scheme receive the peace of mind that the contractor has been thoroughly audited and quality assessed to selected criteria laid down by Dulux Trade to attain 'approved status'.

For more details on the Dulux Trade Contract Partnership scheme or any other Specifier Services provided by ICI Paints, please contact your local Representative or e-mail us at [decr.dtcp@ici.com](mailto:decr.dtcp@ici.com)

#### Contact Us

For more information, technical advice or product data sheets, please phone ICI Technical Group on **0870 242 1100** or visit us on the web at [www.duluxtrade.co.uk](http://www.duluxtrade.co.uk)

#### Cleaning Recommendations for Painted Surfaces

Common stains should be removed promptly with a soft cloth and clean soapy water. Allow to dry, vigorous scrubbing and the use of abrasive cleaners or scourers may impair the matt finish. Only apply enough pressure to remove marks. Oil based stains and marks from some pens/felt tips/permanent markers may not be completely removed. Full durability develops 7 days after initial application. For information about removing specific stains, please phone ICI Technical Group on 0870 242 1100. Dulux Trade and the ICI Roundel are trademarks of ICI copyright 2003.