

New Chalkboard Paint Can Tackle Blackboard Blahs



Chalkboard paint that's tintable in more than 3,300 hues can turn virtually any interior surface into a colorful chalkboard.

(NAPSA)—If you think the world is your chalkboard, you're in luck. In what's been described as "another paint color coup," a popular paint manufacturer has introduced a new edition of its chalkboard paint.

This latest version from Benjamin Moore is tintable in any color. And with more than 3,300 hues in its system—plus the ability for unlimited color matching—the color choices go far beyond the classic black and green chalkboards that most generations grew up with.

"We've just infused a lot more fun and imagination into a communications staple that, since the schoolroom slates of the 1800s, has remained almost unchanged," said Sonu Mathew, ASID, IIDA and Benjamin Moore's senior interior designer. "Now, the opportunity to enliven and invigorate a space has exploded by dialing up the color options so extensively."

The new latex topcoat turns virtually any interior surface into a chalkboard. It is easy to apply, dries in a matter of hours to a durable eggshell finish, is easy to

clean and is fully washable. It is also formulated to minimize any lingering odors, making it ideal for a child's playroom, bedroom or even the kitchen as a message center for shopping lists and household reminders.

"There's no rule book that says chalkboard paint is for walls only," said Mathew, who offered up a slew of other suggested uses. "Think about treating a toy chest, tabletop or other piece of furniture, a closet door or cupboard facade. Any place where you want to see temporary art or a shared family communiqué is prime real estate for a coat of colorful chalkboard paint."

Another tip: Think about using the paint in combinations. "Can't you just hear the giggles of glee that a chalkboard composed of broad bands of red, yellow and green might elicit? Play with pattern. Experiment," Mathew added.

Benjamin Moore Chalkboard Paint is sold in quarts only.

For more information, visit www.benjaminmoore.com.