

# 10 pointers for painters

## It's Not Your Mother's Paint

(NAPSA)—If you're dreading your next painting project, you may want to brush up on just how much easier the whole process has become.

Here are just a few ways painting has changed:

- Deciding how a color will look in a room is no longer hit or miss. Many paint manufacturers offer Web sites where you can upload a photo of your room and see how it will look painted a certain shade.

- If that still doesn't convince you, many paint manufacturers offer sample-size paints so you can splash some on the wall and see if you like the color as much at dinner as you do at breakfast.

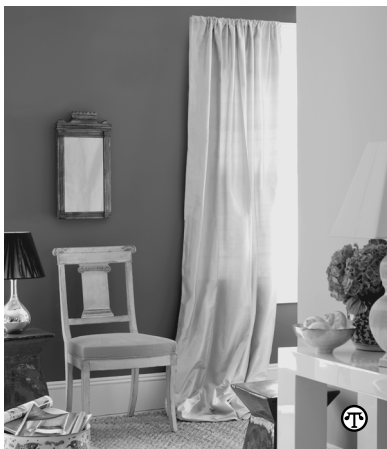
- The paint itself has so improved—with truer colors and quicker drying times. For example, Benjamin Moore recently introduced Aura, which won Popular Science magazine's 2007 Best of What's New Award.

The paint has been described as the most innovative breakthrough in paint since the introduction of latex in the '50s.

The 100 percent acrylic-based paint is self-priming on most surfaces, requiring no more than two coats—no matter the color, no matter the sheen. The durable, washable paint is stain, water and color fade resistant.

Also, once the paint is applied, it dries extraordinarily fast and is virtually odorless, which means that within hours after painting a room, you can host a party with no telltale signs that you just painted.

With today's sensitivity to the environment, its eco-friendly na-



**Today's environmentally friendly paints are virtually odorless and dry fast, making any painting project more pleasant.**

ture is another plus. The paint has a very low volatile organic compound (VOC) formulation—under 50 grams per liter—which exceeds the country's strictest VOC regulatory requirements while delivering exceptional performance.

Because the colorants are waterborne with none of the solvents found in other color systems, there are no additional VOCs introduced into the product when colorant is added, as is the case with other paints.

While Aura is eco-friendly "green," the color green is just one of more than 3,400 color choices available for Aura. In fact, with the rollout of its new paint species, the manufacturer also added 144 new colors—the Affinity palette—its first new color offering in six years.

For more information, visit [www.myaaurapaint.com](http://www.myaaurapaint.com).