

Decorator's Notebook



Keep Kitchens And Baths Looking New Longer With Paint

(NAPSA)—With the current line-up of home improvement shows on TV, it is evident that home decorating remains a hot topic. As homeowners are continually searching for ways to increase the value of their home through DIY projects, one quick and easy way they can achieve this goal is by turning their attention to kitchens and bathrooms. By remodeling these rooms in a home, homeowners can easily maximize their return on investment (ROI).

Because they are high-traffic and high-moisture rooms, special conditions exist in kitchens and bathrooms to keep in mind when decorating. The combination of dirt, oils, soaps and food in these spaces increases the potential for stain and mildew growth compared to other rooms. In addition, these areas can often lack proper ventilation.

“Kitchens and bathrooms are often the most difficult environments to maintain in a home,” said Mary Rice, Vice President Marketing, Behr Paints. “We are excited to introduce Behr Premium Plus Kitchen and Bath Enamel with its advanced NanoGuard™ technology to help consumers protect these



Keep bathrooms looking good longer with paint that resists moisture, dirt and stains.

areas, keeping them looking new longer.”

Encouraging homeowners to infuse both style and functionality into these spaces, Behr Paint's new Kitchen and Bath Enamel offers double mildew protection and exceptional washability to help safeguard these high-wear areas from mildew and dirt. Its unique sheen, Sateen Lustre Enamel—between satin and semi-gloss—provides a radiant, silky finish that is ideal for walls, trim,

doors, cabinets, hallways, ceilings and interior furniture. In the kitchen the paint resists water, grease, food stains and spills, and in the bathroom it helps resist mildew in moist environments and offers easy cleanup and scrubability for soap scum, makeup and smudges.

The product was developed using an innovative formula with nanotechnology in which key ingredients are reduced to nano-sized particles that enhance the performance of the paint, resulting in an extremely hard, durable finish for excellent water resistance, easy stain removal and superior stain blocking. This ultra-protective shell creates a barrier that resists moisture, dirt and stains. Moreover, its excellent application properties and color matching found at the ColorSmart by Behr kiosk make the process easy for homeowners to add color and protection to their kitchen and bathroom walls.

This new product is available in over 2,000 designer colors and can be computer color matched exclusively at The Home Depot. Visit www.behr.com for more information about Behr products.