

New Products Make Faux Finishing More User Friendly

(NAPS)—Faux finishing continues to enjoy widespread popularity as a growing variety of paint products and tools enables homeowners to produce an increasingly wider variety of finishes with greater ease and less effort.

Interest also has snowballed in recent years as homeowners see the beautiful finishes that friends, neighbors and family members have achieved in their homes and they hear how easy the projects can be. And homeowners who have taken on faux finishing projects often enjoy showing off their handiwork.

Personalization and Practicality

A major appeal of faux finishing is that it enables homeowners to customize their home décor. “Homeowners experience a great sense of pride in personalizing their homes with their unique selection of finishes and colors,” explained Melanie McMullen, marketing manager for WallMagic™ faux finishing products by Wagner.

Practicality also is a factor for many homeowners who see faux finishing as a more convenient alternative to the hassles associated with hanging and removing wallpaper.

Common Concerns

Despite the increasing ease and the many advantages and benefits of faux finishing, many homeowners remain reluctant to try it. Some are concerned about the time involved. Others don't want to deal with messy rags, sponges and other faux finishing common “tools.” Still others are worried they'll get started and discover they don't know what they're doing or that their project won't turn out.



According to McMullen, the WallMagic line of faux finishing products by Wagner addresses these common concerns. “WallMagic kits enable users of all skill levels—from novices to experts—to faux paint with confidence and to achieve professional looking results,” she explained.

Faux Finishing Kits

WallMagic is a comprehensive line of faux finishing kits that enables users to create numerous finishes, including popular denim and stone effects, marble and sponge finishes, borders, simulated wallpaper patterns and more. Kit prices range from \$19.99 to \$39.99.

“WallMagic products are specially designed to make the painting experience faster, cleaner and easier than traditional faux painting methods,” McMullen said. “Plus, all kits come with a detailed instructional video and guide to help users each step of the way, from choosing colors to perfecting technique. All users need is to have fun and use their imaginations to create beautiful finishes unique to their own styles.”

For more information on WallMagic faux finishing products, call 1-888-925-6244 or visit Wagner's Web site at www.wagner-spraytech.com.