



**Dutch Boy**

# PLATINUM<sup>plus</sup>



Performance you expect from a luxury paint — at a price you didn't.



## PLATINUM<sup>plus</sup>

**ALL-NEW FORMULA**

### STAIN-SHIELD TECHNOLOGY

Provides exceptional stain-resistance and washability for life's stickiest situations.

### EXTREME HIDE AND STAIN BLOCKING

Delivers one-coat hide in over 740 Dutch Boy® colors and blocks stubborn stains.

### PAINT + PRIMER

Saves you time, so you can get back to life's most meaningful moments.

### NO PREP, NO PRIME FORMULA

Allows the paint to be applied to most uncoated surfaces or over sound, nonpeeling, previously painted, or glossy surfaces, without the need to sand or prime.

### GREENGUARD® GOLD CERTIFICATION

GREENGUARD® certified products are certified to GREENGUARD® standards for low chemical emissions into indoor air during product usage.

### MILDEW RESISTANCE

Prevents the growth of mildew on the surface of paint.

### UNCONDITIONAL SATISFACTION GUARANTEED

See label for details.



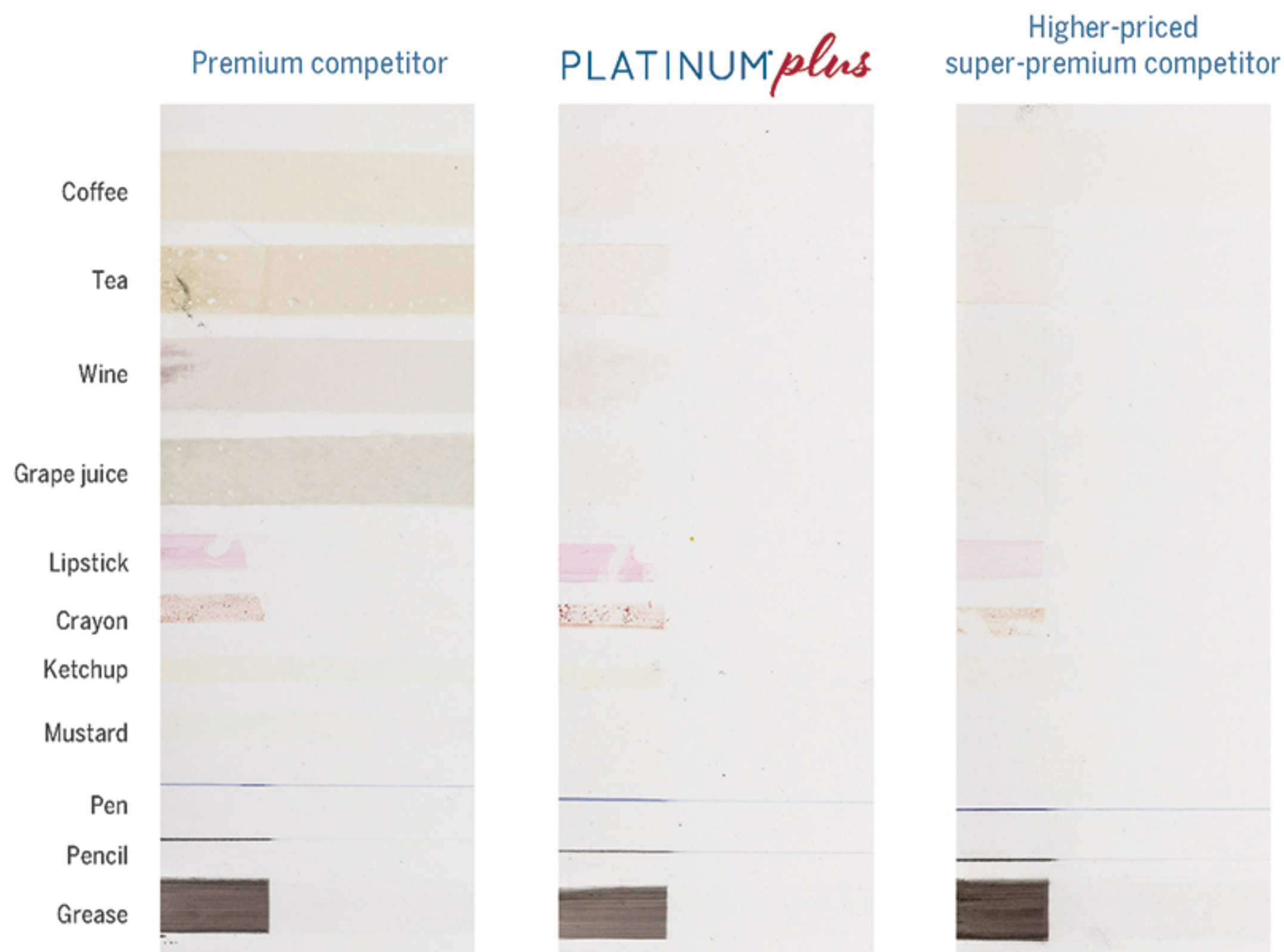
To learn more, visit [menards.dutchboy.com/platinum-plus](http://menards.dutchboy.com/platinum-plus).



Performance you expect from a luxury paint — at a price you didn't.

**UP TO 50% MORE\*** STAIN-RESISTANT than a leading premium paint  
**AND AS STAIN-RESISTANT** as a leading super-premium paint

\*In satin sheen. Superiority ranges from 24%–50%, depending on the sheen selected.



Panels demonstrate how each paint performs when rinsed with water (left one-third of panels) versus when wiped with a soft sponge and using a mild household cleaner (right two-thirds of panels). Platinum® Plus outperforms a leading premium paint competitor and is as good as a higher-priced super-premium paint competitor.



**GO AHEAD,  
LIVE YOUR LIFE.  
WE HAVE YOU COVERED.**

For every oops, every uh-oh, every oh no, and life's stickiest situations. Introducing Platinum® Plus— expertly formulated with advanced stain-shield technology for exceptional stain resistance, washability, and incredible scrubbability. It's the premium performance you want and need—at a price you never expected.



**DUTCH BOY™ TWIST & POUR®**



*Easy to hold. Easy to open. Easy to pour.*

Reach for the easy-to-use paint can that's customized for your convenience! Our award-winning Twist & Pour® container design, with its built-in spout and easy-to-open-and-close resealable lid, helps minimize spills and messes, plus it makes it easy to store your paint for future projects. Dutch Boy™ Twist & Pour® container — another simple solution.

**Dutch Boy® paints make transforming your world easy.™**



Ready for your instant transformation?  
**CHOOSE FROM MORE THAN  
740 ONE-COAT COLORS.**



Platinum Plus is available in all Dutch Boy's colors. There are over 740 one-coat hide colors that can be formulated in Platinum Plus. Check out the entire One-Coat Color Favorites palette at [menards.dutchboy.com/OneCoatColorFav](http://menards.dutchboy.com/OneCoatColorFav).



For more information, call 1.800.828.5669 or visit [dutchboy.com](http://dutchboy.com).

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