



DecoArt®

PRESS RELEASE

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DecoArt® Expands Americana Decor® Family with Satin Enamels



Stanford, KY. (January 8, 2016) -- After the real estate market crashed, sales at large home improvement stores went down drastically. Nobody wanted to invest in a home that was no longer even worth what he or she paid for it. The market has come back in recent years, and in 2015, Fortune stated that Home Depot had enjoyed a banner year, partly due to the improved housing market. Homeowners now want to invest in their properties overall since they view them as valuable assets now. One of the most popular rooms to upgrade is the kitchen, but it can also be one of the costliest. By

expanding our line of Americana Decor paints, we can offer homeowners options for refinishing surfaces instead of completely replacing them. This will allow them to use their dollars wisely to upgrade appliances and flooring in the kitchen and to add personal touches throughout the other rooms of their homes.

The Americana Decor product family started with a selection of Chalky Finish paints, finishes, and accessories. Customers soon discovered the high quality and affordable price-point of this line and drove sales through the roof. In 2015, we hit the other end of the paint finish spectrum with the addition of Maxx Gloss to the Americana Decor family. Americana Decor's product family now includes a satin sheen. Satin is consistently a popular finish for home décor projects, whether it is on walls, cabinets, furniture, or small décor pieces. The Satin Enamels formula is specially designed for revitalizing old cabinets, but applicable surfaces also include doors, trim, furniture, wood, chair rails, primed metal, cured plastics, ceramic bisque, wicker surfaces, and more. Its hard, durable finish makes it ideal for the high-use kitchen area.

- Available in 8-oz. wide-mouth jar
- Water-based and non-toxic
- Excellent coverage
- Smooth brushability
- Cures to a hard finish
- Minimizes grain raising on wood



Classic Black
ADSA01



Pure White
ADSA02



Warm White
ADSA03



Soft Linen
ADSA04



Neutral Beige
ADSA05



Deep Ruby
ADSA06



Butter Yellow
ADSA07



Honey Gold
ADSA08



Moss Green
ADSA09



Woodland Green
ADSA10



True Teal
ADSA11



Seaside Blue
ADSA12



Steel Blue
ADSA13



Dark Denim
ADSA14



Aubergine
ADSA15



Dove Beige
ADSA16



Natural Sable
ADSA17



Rich Chestnut
ADSA18



Grey Taupe
ADSA19



Smoke Grey
ADSA20



Charcoal Grey
ADSA21

DecoArt, Inc.

Since 1985, DecoArt has manufactured one of the broadest lines of acrylic paints and finishes for general arts and crafts use in the world. The line includes all-purpose acrylics for professional artists, crafters, and students. Located centrally in the United States, DecoArt manufactures numerous specialty paints that are designed specifically for surfaces like glass, ceramics, fabric, and metal, from its Stanford, KY production facility. DecoArt products are known around the world for their superior and consistent quality and excellent value. For more information on DecoArt, visit www.DecoArt.com.

