



## Rust-Oleum Corporation

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An  Company

### For Immediate Release

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## Rust-Oleum Introduces the “Next Generation” Spray Paint Rust-Oleum® Universal™

**Vernon Hills, IL** – Generations of do-it-yourselfers have protected, revitalized and personalized their world with spray paint. It’s convenient, affordable – and over the years, new color palettes and decorator finishes have inspired creativity for both indoor and outdoor projects while extending the life of the painted object.

And now, Rust-Oleum, the innovation leader in the category has introduced a revolutionary new product -- reinventing the spray painting experience. Rust-Oleum is proud to introduce the “next generation” of spray paint – Rust-Oleum® Universal™. The first and only all-surface spray paint, Universal™ features a breakthrough paint formula that adheres to any interior or exterior surface – wood, metal, plastic, concrete and more – taking the guesswork out of paint selection. It offers superior one-coat coverage, so you use less paint, and provides maximum UV protection to resist color fading.

Formulated to stand up to the most extreme applications, Universal’s flexible paint film expands and contracts with changing temperatures to prevent cracking and chipping. Universal’s superior adhesion is ideal for painting slick or glossy surfaces, like fiberglass, laminate, vinyl – even glass. And, like Rust-Oleum’s popular Stops Rust® paints, Universal offers superior corrosion resistance and rust preventive protection that’s become synonymous with the name Rust-Oleum®.

“Everything about Universal reflects Rust-Oleum® innovation – from its premium advanced formula to its state-of-the art design,” says brand manager Mark Heintz. “It’s quite simply the best performing, all surface spray paint available on the market today.”

Engineered for performance, Universal’s state-of-the-art design features Rust-Oleum’s patent pending 360° “spray anyway” grip and trigger system for fast, efficient coverage with no

( more)

## **Rust-Oleum® Universal™ / 2**

loss of pressure at any angle – even when spray painting upside down. An ergonomic trigger eliminates finger fatigue and slim neck makes gripping easier and more comfortable, giving the user precision control with 66 percent less force. The advanced delivery system offers a perfect mist with higher output than traditional spray paints for fast and complete one-coat coverage. And advanced features, such as Universal's unique drip guard and safety slide clip eliminates the possibility of accidents and messy dripping.

Rust-Oleum® Universal is available in a range of high velocity colors, including the most popular spray paint colors and on-trend finishes for both designer and functional applications. The line includes classic gloss and flat enamel finishes for superior protection and color presentation; satin enamel finishes for a rich and dynamic decorative look; hammered for a rugged, protective finish; and sparkling metallic finishes that bring surfaces to life and withstand extreme exterior conditions.

For more information about new Rust-Oleum® Universal Advanced Formula All-Surface Paint and other Rust-Oleum products, visit [www.rustoleum.com](http://www.rustoleum.com). Find Rust-Oleum® Universal™ at home centers, discount and hardware stores near you.

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### About Rust-Oleum:

One of America's most recognized and trusted names, Rust-Oleum is the number one brand of small project paints. Its brands and products span the consumer and industrial small project paints, specialty coatings, concrete coatings and wood care categories and include such trusted names as Rust-Oleum®, Stops Rust®, Painter's Touch®, American Accents®, EPOXYShield® and Varathane®. Brands managed by Rust-Oleum include Zinsser, Wolman Wood Care Products, Modern Masters and Watco.