A GREEN LEGACY, A GREENER FUTURE.

Dunn-Edwards has a green legacy that makes us proud and inspires us to do more. We are firmly dedicated to the principle of eco-efficiency, which we define as the ability to satisfy human needs in ways that minimize adverse impacts on energy and material resources, environmental quality, and human health and safety. DURAFLO® is yet another example of this commitment.

PHOTOGRAPHS: Paint colors depicted in the photographs in this brochure appear differently than on actual surfaces. Photographic processes and lighting will alter color.

COVER PHOTO: Walls: Whole Wheat DE6124; Ceiling: Swiss Coffee D99341
BACK PHOTO: Walls: Distant Haze DE6282; Trim: Whisper D99340

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DUNN-EDWARDS CORPORATION
4885 East 52nd Place, Los Angeles, CA 90058
(888) DE PAINT (337-2468) • dunnedwards.com

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Oil-like performance in a water-based paint.
DURAFLO® is a line of premium, ultra-low VOC, fast drying, low odor interior paints ideal for interior walls, trim, molding, cabinets, doors, kitchen and bath, and high traffic areas.

Why DURAFLO® outperforms other interior paints
- Exhibits application and characteristics of traditional oil-based paints
- Formulated with advanced waterborne alkyd technology
- Excellent adhesion, hide, block-resistance and reduced yellowing
- Ultra-low VOC and low odor

VOC and RAVOC RATINGS ON EVERY LABEL
Dunn-Edwards is the first paint company to label its products with RAVOC ratings — Reactivity-Adjusted VOC Content — a better way to measure potential air quality impacts of coatings. To learn more about RAVOC ratings visit dunnedwards.com/RAVOC.

LEED® GOLD-CERTIFIED PAINT MANUFACTURING FACILITY
In 2011, Dunn-Edwards opened the world’s first and only LEED® Gold-certified paint manufacturing facility in Phoenix, AZ. Encompassing manufacturing, product development, quality control and more, the 336,000-sq. ft. facility is designed to be the greenest in the industry.

PRODUCTS BEARING THIS LOGO ARE EG-FREE® AND TAC/HAP-FREE
Ethylene Glycol (EG), a solvent often used in water-based paints, is listed as a Toxic Air Contaminant (TAC) and Hazardous Air Pollutant (HAP). In 1983, we were the first in the industry to voluntarily replace EG with Propylene Glycol, a non-toxic alternative “generally regarded as safe” by the FDA. Also, every Dunn-Edwards product with the EG-Free logo is free of any other TAC or HAP, too.

SEE THE DURAFLO® DIFFERENCE FOR YOURSELF

Adhesion
Good adhesion means the paint sticks to the substrate allowing for better protection of the painted surface. New & Improved DURAFLO® does a better job at sticking to aged alkyd, especially when exposed to moisture.

Block Resistance
When two painted surfaces come into contact, such as a door and door jamb, they can stick together, or block. When that happens, the paint can peel from the surface. As shown, New & Improved DURAFLO® doesn’t stick together or peel.

New & Improved DURAFLO Semi-Gloss
New & Improved DURAFLO Gloss
DURAFLO Semi-Gloss
DURAFLO Gloss

Adhesion Test Method
- Base coat is applied using a No. 30 brush and allowed to dry for 1 hour. The dry film thickness is measured using a micrometer. The test panel is then placed in a test chamber at 72°F and 50% relative humidity. The paint is prepared using a Permacel Adhesion Knife. For wet adhesion test, Permacel tape is placed firmly over the test area. For dry adhesion test, Permacel tape is placed firmly over the test area with a 2 inch overlap. The exposed area of panel that is removed from the substrate is evaluated and scored using ASTM 0B – 5B rating (0 meaning complete paint removal from substrate and 5 meaning no paint removal). For wet adhesion test, the exposed area of the panel that is removed is blotted dry of any excess moisture. Permacel tape is firmly placed over the test area with a 2 inch overlap. The exposed area of the panel that is removed from the substrate is evaluated and scored (ASTM 0B – 5B).

Block Resistance Test Method
- Paints are applied to white charts using a No. 30 brush and allowed to dry for 1 hour. The dry film thickness is measured using a micrometer chart. The exposed area of the dry film is folded over using a clean cloth to create a contact area of 1 square inch before applying the next coat of paint. The re-coat is allowed to dry for 1 hour, the exposed area is folded over and coated with the next coat of paint. For each condition before trying to pull the 2 panels apart: (1) Room Temperature – 24 Hours; (2) Elevated Temperature – 30 minutes. The weight is removed and the panels allowed to equilibrate for 5 minutes, before separating the panels.

All test examples are high resolution photographs of the actual test results. The tests were conducted by Dunn-Edwards’s Laboratory and can be viewed at the Corporate Office by appointment.
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