

Interior/Exterior METAL PRIMER

BLOC-RUST®

PREMIUM



Protects metal surfaces
from moisture.



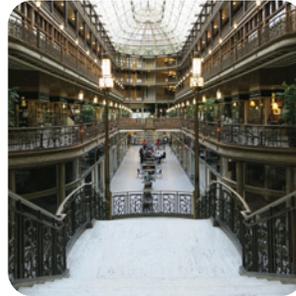
THE #1 CHOICE OF
PAINTING PROFESSIONALS®

BLOC-RUST®

Priming with **BLOC-RUST® Premium** low odor, low VOC, Rust Preventative Primers offers excellent corrosion resistance and adhesion on interior and exterior metals, except for galvanized steel. They are ideally suited for use on ferrous metal on commercial and residential projects, such as schools, hotels, hospitals, and single or multi-tenant housing.

Why BLOC-RUST® outperforms other rust preventative primers

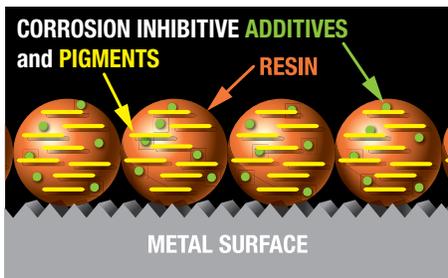
- :: Formulated with corrosion inhibitive additives and pigments that prevent metal corrosion
- :: Formulated with advanced waterborne alkyd resin technology, which improves hide and adhesion to metal
- :: Easy to apply, dries fast, and water cleanup



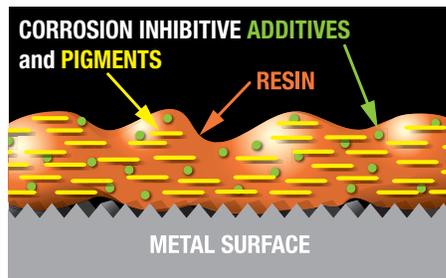
MATERIAL #	MAX VOC CONTENT	MAX RAVOC
BRPR00-2-WH	Ultra-Low VOC (50 g/L)	40 g/L
BRPR00-2-RO	Ultra-Low VOC (50 g/L)	40 g/L

See the SCIENCE of RUST PREVENTION:

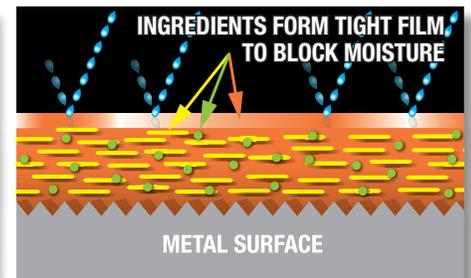
These diagrams are not designed to scale and are simplified to illustrate what is happening on a microscopic level.



Primer applied to ferrous or non-ferrous metal.



Superior resin with both corrosion preventive pigments and corrosion inhibitive additives work together to help prevent corrosion of the metal substrate.



Resin and pigments form a tight, uniform non-porous film that prevents water from reaching the metal surface, thus preventing corrosion.



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 formulated without any other TAC or HAP, too.



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.

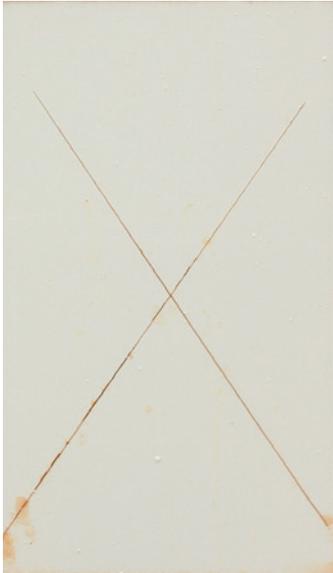
"LEED" and related logo is a trademark owned by the U.S. Green Building Council and is used with permission.

See the **BLOC-RUST®** difference for yourself



Accelerated Corrosion

In comparison tests, we applied **BLOC-RUST® Premium White** and leading water-based rust inhibitive primers on ferrous metal. **BLOC-RUST®** clearly beats the Regional and National Brands, as their primers show significant rust and corrosion development.



BLOC-RUST Premium



Regional Brand



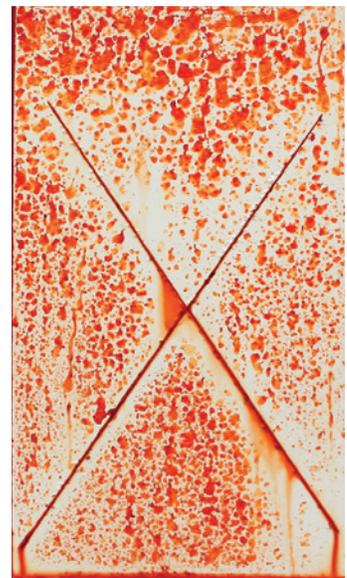
Regional Brand



National Brand



National Brand



National Brand

Accelerated Corrosion Test Method: Paints are applied using 5 mils DOW drawdown bar to 4 inches by 6 inches dull finish steel panels. After the drying period, all panels were checked for mil thickness and scribed (cut into) with a four inch "X" on the face of the metal panel using a box knife. After scribing the panels, each set was placed into a fog chamber where the panels were subjected to laboratory simulation of natural atmospheric corrosion.

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



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. BLOC-RUST® is yet another example of this commitment.

THE #1 CHOICE OF PAINTING PROFESSIONALS®

As a paint contractor, your business depends on your reputation. That's why you choose quality paint to do the best possible job. Dunn-Edwards understands this. That's why we focus on providing the best performing products.

Ask any professional painter and they will tell you, Dunn-Edwards is their number one choice of paint. In an independent survey, licensed painting contractors in Los Angeles, San Diego and Phoenix were asked what paint they would use on their own homes.

The overwhelming choice: Dunn-Edwards.* The reason cited? Superior quality!

Our paints are formulated using only the highest quality ingredients for optimal performance. In addition, our representatives provide an unmatched range of services from color selection to job site walks.

We recognize that our relationship with paint contractors is based on more than what's in a can of paint. We stand ready to provide the best product and service to support your business.

*Based on an February 2015 survey of licensed painting contractors in the Los Angeles, San Diego and Phoenix areas, conducted by Options Market Research.

"After being a Dunn-Edwards customer for the last 30 years, I can say, without question, that they have the best quality paints in the business. Their customer service is top notch and my sales rep responds quickly when I need products for my jobs. And, with the FREE delivery service to the job site, I save a lot of down time that I can now spend servicing my current clients and winning new business!"

Troy Williams, Owner
P & W Painting
Carson, CA



DUNN-EDWARDS CORPORATION

4885 East 52ND Place, Los Angeles, CA 90058
(888) DE PAINT (337-2468) | dunnedwards.com

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