



Duration[®]

Unsurpassed Lifetime Durability

For unmatched durability and hide,
Duration coating goes beyond paint.



THE ULTIMATE EXTERIOR ACRYLIC COATING



One-coat convenience. Ultimate resistance to peeling and blistering. Duration performs so well, it's beyond paint.

Duration Premium Exterior Coating is the longest-lasting coating on the market. It consistently outperforms the competition. Duration is formulated with PermaLast® technology, infused with advanced acrylic co-polymers that make it 50% more durable than even the most premium exterior paints. Duration has a 70% higher film build than conventional paints and provides a thicker, more flexible layer which



results in better hide and extreme protection from peeling and blistering.

Duration is self-priming and mildew-resistant. It requires just one coat for repaints and two coats for new work so exterior jobs get done faster. Combine that with extreme durability, and you'll benefit from a wealth of advantages – saving time and money, virtually eliminating callbacks and minimizing repaints.

Duration Key Benefits

- Gets the repaint job done in just one coat – and quickly covers new, unpainted surfaces in two coats. Backed by a Lifetime Limited Warranty.
- Flash rust resistance minimizes nail-head rusting and its tannin bleed resistance is better than conventional paints.
- Provides a thicker, more flexible layer than ordinary house paint – delivering extreme protection from cracking, peeling and blistering.
- Contractors can reinforce a quality reputation earning more referrals.
- Available in flat, satin or gloss. Use on wood, stucco, masonry, aluminum, vinyl and galvanized metal. Also formulated for siding, windows, gutters, trim and architectural plastics.
- Features VinylSafe® technology – allowing you to paint darker colors on vinyl siding without worrying about warping or buckling.



Duration is brought to you by a name you know and trust.

For more than 140 years, Sherwin-Williams has provided contractors, builders, property managers, architects and designers with the trusted products they need to build their business and satisfy customers. Duration is just one more way we bring you industry-leading paint technology – innovation you can pass on to your customers. Plus with more

than 3,200 stores and 1,800 sales representatives across North America, personal service and expertise is always available near jobsites. To find out more about Duration Premium Exterior Latex Coating, contact your nearest Sherwin-Williams store or sales representative. Or to have a rep contact you, call 800-524-5979.

