

Competitive Products General
375 Line File
69 Line File
Deep Tint Flat Wall Paints

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COMPETITIVE DEEP TINT FLAT WALL PAINTS

Products from 14 different companies in deep tint flat wall paint quality have recently been examined at this laboratory. The attached table shows the comparative performance of these paints and of our own deep tint flat wall paints. For this evaluation small brushouts were made of each of the paints on a primed wall board, 1-1/2 x 3-1/2 feet. An 8 minute lap was made in the center of each panel. Brushouts of this size pick up only large differences or deficiencies, and it is therefore to be expected that some of the paints receiving a good rating in this evaluation might look inferior when applied to a large wall area.

Slight evidence of color streaking was observed in only one paint, "Wall-Fix" Deep Blue. In many instances, however, very serious color differences were observed at lap points. This lap trouble and the poor hiding, often found in the reds and the maroons, are the two chief causes of poor appearance in one coat systems. All the paints showed at least some "shiners" at the lap points. Paints which showed differences in color at lap points or excessive shiners, also looked bad when applied in two coat systems.

Ben Moore, Custom Color Corp. Nason, Elliott, Felton-Sibley, Baltimore Paint, and Hydall products have film textures similar to our 47 F lat. The other products mentioned in the table develop smoother films (similar to our deep tint flat wall paints) and consequently have better mar resistance. The best of the competitive products are made by Fuller, O'Brien, Martin Senour, Glidden and Great Lakes. Even in this last group there are great differences in quality from color to color.

We conclude from this investigation that our deep tint flats as covered by Release Letters #1184 and Supplement #1184-A, are as good as the best of the competitive products and better than most of them.

Devoe and Nu Enamel deep tint semi-gloss wall paints have also been examined. The Devoe paints have poor brushing qualities but produce a finish with very excellent color uniformity. The Nu Enamel paints show serious streaking tendencies.

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Att.

COMPETITIVE DEEP TINT FLAT WALL PAINTS

Manufacturer	Name	Color	Color Change or Shimers At 1000	Hiding	Resistance to Scratches	Brushing	Overall Appearance (One Coat)	Remarks
Baltimore Paint & Color Works	"Wall-Fix"	Blue Green	v. slight bad	ok ok	poor fair	ok ok	ok poor	Shows sl. streaking, good holdout only fair holdout
Ben Moore	Saniflat	Blue	consid.	ok	v. poor	ok	fair	Poor leveling
Craft-Tint	Deep-Toner	Red	bad	poor	good	poor	bad	Poor leveling
DuPont	Deep Tint Flats	All colors	sl. to v. sl.	ok	good	ok	ok	Good leveling. Some settling on aging
Wilton-Sibley	"Peko"	Blue -green- Green	sl. sl.	fair fair	poor poor	ok ok	ok ok	Poor leveling; color mixed to order Poor leveling; fluid base color
Fuller	Decorator Colors	Blue Violet	sl. sl.	ok ok	good good	ok fair	ok ok	Leveling ok Leveling ok
Glidden	High Fashion Colors	Blue Red Green	consid. slight consid.	poor fair ok	good good poor	ok ok ok	poor fair ok	Smooth films Smooth films Smooth films
Great Lakes	Flam Fashion Tones	Burgundy Red Green Blue	consid. consid. v. sl. v. sl.	v. poor v. poor ok ok	All fair to good	All fair to poor	poor poor ok ok	Smooth films. Some pigment settling
Hydral	My Toners	Maroon Green	slight slight	ok ok	poor poor	fair fair	fair good	Great variation between colors in condition in can. Some settling. One showed gelation.
Martin-Senour	Nu Hue	Green Brown Red Blue Grey	slight slight slight slight slight	ok ok poor ok ok	fair fair fair fair fair	ok ok ok ok ok	ok ok poor ok ok	A semi gloss - not a flat
National Lead	Dutch Boy Flat Deep Tones	Brown Green	bad bad	fair ok	fair fair	ok ok	bad ok	Shows variation in sheen
Nason	Deep Wall Colors	Blue	consid.	ok	poor	fair	fair	Shows variation in sheen
O'Brien	Liquid Velvet	Maroon Green	slight slight	poor fair	good good	ok ok	poor ok	Shows variation in sheen
Elliot	Procraft Deep Tone Flats	Maroon Green Blue	bad consid. consid.	poor ok ok	fair poor poor	ok ok ok	fair ok ok	
Custom Color Corp	Rite Hue	Maroon	consid.	fair	poor	ok	ok	Poor leveling

P.F. Res-bch 7/18/49