

## Top Quality Paint Is a Smart Investment



Does quality really matter when selecting interior latex paint? You bet it does, say experts at the Paint Quality Institute. And the benefits are apparent from the time you pick up your brush or roller.

One of the first things you'll notice is that high quality interior latex paint goes on smoothly and evenly, so that brush and roller marks "flow out" and virtually disappear. You will also notice that this type of paint will have little or no spatter as you apply it with a roller, avoiding those droplets that could splash on your face, clothes or other nearby surfaces, and also saving time on cleanup.

Something else is apparent as you apply a quality latex paint - what the experts call "sag resistance." Sagging occurs when paint droops between the time it is applied and the time it dries, leaving an uneven coating with a thick lower edge that can make the paint job look sloppy. Quality paints contain special ingredients that minimize this sagging tendency.

High quality interior latex paints also tend to hide well, so you frequently can get good coverage with just one coat, compared with two or more coats that may be needed when using ordinary interior paint, particularly satin and semigloss types. As a result, even though better quality latex paints cost more per gallon, you might actually spend less on the job - and save time and labor - by applying a somewhat costlier, but higher quality coating.

As time passes, you'll appreciate the fact that quality latex paints - especially those with higher sheen or gloss - are exceptional at resisting dirt and stains. And they stand up even after repeated washing or scrubbing. So, an interior painting project done with high quality paint will continue to look great, year after year.

To determine which interior latex paints are top quality products, just ask the salesperson for the best grade of paint in your favorite manufacturer's product line. This will normally be the most expensive paint in the line, but it will also provide the best long-term value.