



Sheila Hahn

# High Quality Paint Has Its Advantages

**D**uring the warmer seasons, homeowners routinely take the opportunity to give their home a “fresh” new look simply by using a few coats of paint. Yes, the painting season is still in full swing.

With so many new paint products on the market, choosing the right type of paint can be as stressful as selecting the right color. Paint manufacturers are using new innovative technology in their top quality products, making the selection process even harder when it comes to determining the right paint for the job.

One of the most frequently asked questions in the decorating business is “Why is paint quality really so important?” There are actually several reasons why paint quality is an important issue to consider when making your purchase.

## Top quality paint offers advantages such as:

**Better coverage** – high quality paint is creamier and thicker and provides better coverage (less coats) than a cheaper paint, especially when it comes to dark colors. Cheaper paint tends to be thinner (more water has been added to the product thus requiring more coats to cover an area).

**Easier application** – because of the thicker consistency of quality paint, less spattering and drips will occur during application. Thicker paint flows more easily and you’re less likely to end up with visible brush strokes. The end result is sleeker, smoother walls.

**More durability** – high quality paints look great for a longer period of time. There is generally less cracking, chipping or flaking. Surface adhesion is simply that much better.

**Improved stain resistance** – top quality paints provide better grease, stain and dirt resistance.

**Color will last longer** – high quality paint made with new technology will allow color to maintain its original tone and sheen for a very long time. This is an important factor to consider, especially if your room is exposed to a large amount of sunlight. UV rays can easily damage paint, resulting in faded and lifeless color.

Paint color is one of the most powerful and effective ways to change our home environment. You will definitely pay a higher price for high quality paint, but it’s important to consider the longevity of the paint finish. The longer your paint will last, the fewer times you have to get back on that ladder to re-paint. Choosing a lower grade paint can easily lead to disappointment down the line. So before tackling your next big paint project, take the time to do some research on some of the new paint technologies available. It will definitely be worth your time and effort. **R**

