



## Roman Architectural Finishes Introduces ARMORFAUX™ - Commercial Faux Finish System

CALUMET CITY, IL — It took Michelangelo years to paint his Sistine Chapel masterpiece, now any painter can create their own faux masterpiece in hours thanks to **ARMORFAUX™ from Roman Architectural Finishes**, an innovative commercial faux finish system. ARMORFAUX™ is unlike anything else on the market with its time saving method, technical support and durability.

Roman's ARMORFAUX™ simplifies the art of faux finishing, broadening the market for painters who may have shied away from faux, thinking it was for artisans. It's all in the patent pending application process. First, a base coat is rolled or sprayed on, and then a second coat of base is applied to create the texture. Once the second coat has set-up, a glaze is rolled on and then simply squeegeed off to highlight the texture. The high points of the texture remain the base color while the valleys take on the glaze color.

Roman's ARMORFAUX line of faux finishing tools completes the system. The desired finish determines the tool selection. For example, to achieve a TUSCAN finish, the second base coat is troweled on, while for a FRESCO finish, the second coat is applied with a ½" nap roller. Another finish is TRAVERTINE where after the second coat is applied with a texture sponge roller, one would use a knock-down knife to flatten the peaks. The possibilities are only limited by one's imagination. For more information about ARMORFAUX™, please call 800-697-2783 or visit [www.romanarchitecturalfinishes.com](http://www.romanarchitecturalfinishes.com).

### **About Roman Architectural Finishes**

Roman Architectural Finishes is a division of Roman Decorating Products which has been providing quality products for over 70 years. Roman Decorating Products, initially known as Roman Adhesives, quickly became well known in the industry for its innovative adhesives products. Today, Roman Decorating Products is the leading manufacturer of wallcovering adhesives, primers and strippers and has expanded its product line to include architectural coatings. Based in Calumet City, Ill., the company's products can be found at most home centers, paint and wallpaper decorating stores, hardware stores and mass merchants. For more information, please visit the company's Web site at [www.romandecoratingproducts.com](http://www.romandecoratingproducts.com).

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### For Immediate Release.

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