



ARMORMETALLIX™ Delivers Maximum Shimmer in One Coat!

Calumet City, IL - Roman Architectural Finishes continues to rewrite the faux finishing book with their new innovative product line: **ARMORMETALLIX™ 100% Pure Metallic Coatings**. It features “never before” one coat application and pure metal powders. ARMORMETALLIX™ will be the toast of the town with BENISSIMO CHAMPAGNE and nine other luxurious colors.

ARMORMETALLIX's pure metallic™ content allows for the application of a metallic finish in a one-coat spray or roll-on application over conventional primer. There is no need for multiple coats; the color and shimmer can now be achieved in one step!

In market research with faux finishers, multiple coats, special spray equipment and maintenance issues have been the leading concerns related to metallic paint installations. ARMORMETALLIX™ simplifies the process providing one coat coverage with brilliant, beautiful metallic colors. The labor savings range from 50 to 75%.

Roman Architectural Finishes™ partnered with Crescent Bronze™, known industry wide as “The Metallic Products Specialist” to develop this innovative formulation. Not one to rest on their laurels, Roman Architectural Finishes continuously strives to bring innovative solutions to the contractor and they are going for the gold with ARMORMETALLIX™.

ARMORMETALLIX™ is the latest addition to the Roman Architectural Finishes family which includes ARMORTEX™, ARMORFAUX™ and ARMORTOOLS™.

About Roman Decorating Products

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 www.romanarchitecturalfinishes.com.

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For Immediate Release.

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