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## WATER-IN-WATER MULTICOLOUR PAINT

A UNIQUE, DECORATIVE, LOW ODOUR FINISH

Suitable for feature walls and other areas where a unique effect is required

### **Performance**

Excellent adhesion, tough, and cleans easily. It compares well to comparable overseas products

**Unique** Similar products do exist worldwide but are currently not available in any retail outlets in Australia.

**Marketing** 'Striped paint exists'. It would be relatively easy to come up with a catchy marketing program

**Broad market scope** It offers some unique advantages in that it will cover a broad range of business opportunities such as commercial, decorative and artists, special effect finishes.

### **High Margins**

The product has a very low raw material cost but will command a premium price in the market place.

### **Low odour**

A very low odour even compared to other water based products

**Artistic possibilities** –It is relatively easy to do something very unique with little skill to produce spots, swirls and lines in the one product.

**Value added products** An optional primer and sealer can be offered increase volume sales

**Core paint sales** The Multicolour is derived from a high quality architectural, water based paint which can be sold separately if desired.