



Making lives brighter



Opening up spaces



Conscious of our environment

LumiTec Technology® Color Palette



Imagine your business tomorrow.™

LumiTec Technology® Color Range:

Making rooms feel larger, lighter & brighter

A solution towards energy efficiency!



Paint formulated to tint to the **LumiTec Technology® Color Range** meets the growing concern about the environment. Using new, innovative technology, the **LumiTec Technology** color palette is more reflective and less absorbent of natural and artificial light. The resulting finish maximizes the impression of space, giving the room an improved ambiance and appearance while using less energy.

How it works:

Our premium finishes have been formulated to tint into forty colors in the groundbreaking **LumiTec Technology Color Range** which use highly reflective paint components that reflect substantially more light back into and around a room. By reducing the amount of light that painted surfaces absorb, paint formulated and then tinted with **LumiTec Technology** colors significantly increases the perception of interior space in addition to saving energy.

A choice of attractive finishes

Achieve the look you want and specify the durability you need. The following premium Glidden Professional No VOC* paint products have been formulated to be tinted into the unique **LumiTec Technology Color Range**.

Glidden Professional™ Diamond 450 No VOC* Finishes



Our Diamond 450 No VOC* paint is the highest performing product line with extremely tough and durable finishes that maintain their appearance and extend painting cycles.

- Durability in four sheens: Velvet Matte, Eggshell, Satin and Semi-Gloss
- Wipes clean, will not wear, 10X tougher than standard building paints
- No VOC* and low odor
- Certified by The Collaborative for High Performance Schools (CHPS)
- Available in the full range of Master Palette® colors and the **LumiTec Technology Color Range**

Glidden Professional™ Lifemaster® No VOC* Finishes



Since 1992, Lifemaster No VOC* has paved the way for greener, healthier paints. Formulated with No VOC*, Lifemaster No VOC* finishes are the ideal specification for Green projects.

- Highly durable finishes in Flat, Eggshell, Semi-Gloss and Gloss sheens
- GREENGUARD Indoor Air Quality® and Children & SchoolsSM certification
- Specify as a complete system with the Lifemaster No VOC* primer
- Available in the full range of Master Palette® colors and the **LumiTec Technology Color range**

LumiTec Technology® Color Range:

Making rooms more energy efficient

Now it's possible to have brighter spaces and save energy!



Energy efficiency is becoming an increasing concern for specifiers as they look to reduce both costs and impact on the environment. To help resolve this problem we've developed the unique **LumiTec Technology** color range for Glidden Professional paint products. This innovative color technology allows the use of up to 20%* less light energy, while maintaining the same average light levels. At the same time, its high light reflectivity will lift shadows in corners and make rooms appear brighter and more spacious.



Natural light

By using paint formulated to tint to the **LumiTec Technology**® color range instead of standard paint with a similar hue and chroma, it's possible to have up to a 20%* smaller window, yet still achieve the same levels of light within the room. This can be a significant savings in energy and construction costs.

Artificial light

By distributing light more efficiently, the **LumiTec Technology** colors also can save energy by reducing the artificial light requirements. A room can benefit from the same average level of illumination while using up to 20%* less lighting energy.

An example using artificial light

The illustrations to the right show two rooms, both artificially lit. In the room on the right, the ceiling is painted with Titanium (LT-0043 94) and the walls are painted with Quiet Echo (LT-0200 92) from the **LumiTec Technology** color range. The room on the left is painted with ceiling white and a comparable color from the Glidden Professional Master Palette. The **LumiTec Technology** colors in the room achieve the same level of illumination, despite using 22%* less light energy. This is roughly equivalent to one less 60W light bulb.



Conventional Master Palette Colors



LumiTec Technology Colors

Lux

A unit of visible light power falling on a surface.

*This figure is based on theoretical calculations on a pair of bare rooms with the dimensions 13ft X 9.8ft X 7.8ft where the light incident on all surfaces is averaged. The rooms have the same mid-grey floor color (LRV 50). They have a white ceiling and a color on the walls. In one room the ceiling is painted with Titanium (LT-0043 94) and the walls are painted with Quiet Echo (LT-0200 92) from the LumiTec Technology color range. The other is painted with ceiling white and a comparable color from the Glidden Professional Master Palette. The comparable LumiTec Technology colors and conventional Glidden Professional Master Palette colors have similar hue (color family) and chroma (intensity of color). The energy savings will not always equate to 20%. They will vary depending on contents, dimensions and floor color of the room and will differ if lighting in particular areas needs to be controlled. The calculated figure varies from 8% to 26% depending on the wall color chosen. The actual light energy savings achieved in practice may differ from the calculations.



Who we are:

We've built our business upon four key building blocks:

Collaborative Business Building

This is all about listening to our customers and reacting in the most productive way to help grow our customers' businesses.

Commercial Service Experience

We are focused 100% on the needs of the professional market. If there is a way to deliver better, more responsive service to our professional customers, we'll find it.

Best-for-Task Products

This is the promise we make to supply our customers with the most appropriate assortment of products, tailored to their specific needs.

Eco Leadership

Our Think Impact program sets goals to minimize the environmental impact throughout the entire product lifecycle – and we are committed to putting those goals into action, with measurable results.

About Glidden Professional Paint Centers

AkzoNobel's portfolio of Glidden Professional™ branded paints are sold through Glidden Professional Paint Centers and authorized independent dealers across the United States. We also offer our customers access to AkzoNobel's protective coatings brands, Devoe® High Performance Coatings and International® Paint, as well as our woodcare brand Flood®. In addition to paints and related products, Glidden Professional Paint Centers offer contractors expert advice to simplify the product selection and delivery of any residential, commercial or industrial project. To learn more, visit www.gliddenprofessional.com.

About AkzoNobel

AkzoNobel is the largest global paints and coatings company and a major producer of specialty chemicals. We supply industries and consumers worldwide with innovative products and are passionate about developing sustainable answers for our customers. Our portfolio includes well known brands such as Dulux, Sikkens, International and Eka. Headquartered in Amsterdam, the Netherlands, we are a Global Fortune 500 company and are consistently ranked as one of the leaders on the Dow Jones Sustainability Indexes. With operations in more than 80 countries, our 55,000 people around the world are committed to excellence and delivering Tomorrow's Answers Today™.



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*CONTAINS NO VOCs - VOC (Volatile Organic Compounds) content as measured by the Environmental Protection Agency (EPA) Reference Test Method 24

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