

PPG ULTRALAST™ FAQs



Q: IS ULTRALAST AVAILABLE AT THE HOME DEPOT?

A: *UltraLast* is available at The Home Depot as an online order only. The retail price at homedepot.com is the same as in our Trade channel.

Q: WILL THE PRICE OF ULTRALAST MAKE IT DIFFICULT TO SELL THIS PRODUCT?

A: For the extreme performance that *UltraLast* provides, especially compared to competitors, *UltraLast* should be a clear winner. Although the retail price of *UltraLast* is higher than other products in our Trade portfolio, the actual selling price is commensurate with our competitor's super premium products.

Q: IF YOU CAN USE ULTRALAST ON A DOOR/TRIM, WHY CAN'T YOU USE IT ON CABINETS?

A: *UltraLast* is great for doors and trim (particularly the semi-gloss sheen) cabinet paints are built to stand up to use conditions that broadwall and trim paints are not, e.g. scratch and impact resistance, and extreme hand-oil resistance. They deliver a much harder film. For cabinets, the recommended product would be BREAK-THROUGH!®.

Q: WHY DOES THE ULTRALAST FLAT HAVE A PRONOUNCED SHEEN, SPECIFICALLY ANGULAR SHEEN?

A: *UltraLast* is actually available in a Matte, not a Flat sheen. The matte, eggshell, and semi-gloss sheens all fall within the standard MPI sheen categories. The Matte is a Gloss 2 Finish.

Q: DOES ULTRALAST HAVE ANY MPI OR GREENGUARD CERTIFICATIONS?

A: *UltraLast* does not have any third party testing or certifications. If a project requires MPI or GreenGuard certifications, consider Manor Hall® as an alternative option.

Q: IS THERE A CHART TO SHOW THE STAIN RESISTANCE PERFORMANCE?

A: Yes, below is the chart that shows how *UltraLast* outperforms the competition with common water- and solvent-borne stains.

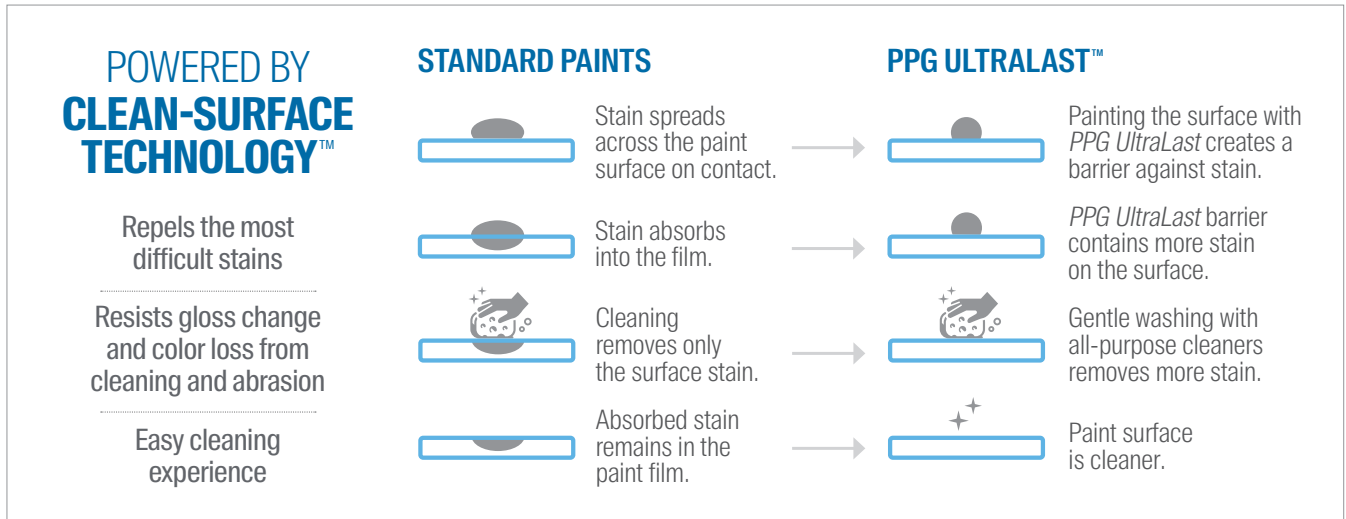
PPG ULTRALAST FORMULA FEATURES									
Listed top to bottom in order of whiteness** from whitest to most shaded	SHEEN	RED WINE	GRAPE JUICE	COFFEE (from concentrate)	RED LIP-STICK	GREEN CRAYON	CARBON PENCIL	GREASY BLACK OIL	TOTAL (70)
PPG ULTRALAST	MATTE	10	10	9	9	10	9	7	64
BEHR® MARQUEE®	MATTE	8	8	2	6	10	8	5	47
BENJAMIN MOORE® AURA®	MATTE	4	4	1	6	9	8	5	37
SHERWIN-WILLIAMS® EMERALD®	MATTE	10	9	9	0	9	3	1	41

10	No stain remaining
9	Very faint stain
7-8	Visible stain remaining
4-6	Very visible stain remaining
0-3	Most, if not all, stain remains



Q: DOES ULTRALAST PROVIDE EXCEPTIONAL STAIN RESISTANCE OR STAIN REMOVAL?

A: It offers both. *UltraLast* incorporates Clean Surface Technology™, which prevents stains from penetrating the film and results in an easy cleaning experience. Other paints allow more of a stain to be absorbed into the surface.



Q: BENEFITS LIKE WASHABILITY AND STAIN RESISTANCE REALLY HELP OUT THE HOMEOWNER BUT ARE NOT BENEFITS TO THE PAINTER.

HOW CAN WE SELL THIS TO THE PAINTER ALSO?

A: Washability and stain resistance are the most important benefits to a painter's customers so it reflects well on the painter when he/she delivers a finish that keeps its freshly-painted look. A long-lasting, highly washable finish is likely to lead to referrals. *UltraLast* also delivers the application benefits that are key to a painter: excellent hiding, coverage, and the smooth finish customers desire.

Q: HOW DOES ULTRALAST COMPARE TO BENJAMIN MOORE® SCUFF-X®?

A: Below are the results of a competitive benchmark between *UltraLast* and *Scuff-X*.

	HIDING	STAIN RESISTANCE	FLOW & LEVELING	SCRUB RESISTANCE	SCUFF RESISTANCE	BURNISH
PPG ULTRALAST	★★★★☆	★★★★★	★★★★★	★★★☆☆	★★★★☆	★★★★★
BENJAMIN MOORE SCUFF-X	★★★★☆	★★★☆☆	★★★★☆	★★★☆☆	★★★★☆	★★★★☆

Because *UltraLast* is built to resist stains and to release stains easily, it doesn't need to be as "scrub resistant" as paints that are not as stain resistant. *Scuff-X* does perform better than *UltraLast* on scuff resistance (4 out of 5 vs. 3 out of 5), but *UltraLast* does pretty well (and better than *Behr Scuff Defense*, which scored a 2 in PPG testing). *UltraLast* is an excellent product that will stand up to stains and scuff and resist damage to the finish from washing and abrasion. *Scuff-X* performs well against scuffs but falls short of *UltraLast* in other ways.

Q: WHAT CLEANERS WORK BEST ON ULTRALAST?

A: An all-purpose cleaner is recommended for best results.

Q: WHERE CAN I FIND PRODUCT AND SELLING COLLATERAL FOR ULTRALAST?

A: *UltraLast* product and selling materials such as sell sheets, brochures, demo videos and more can be found on the Marketing Hub at marketinghub.ppg.com.

Please reach out to Trade Marketing at trademarketing@ppg.com should you have any questions.

