

Diamond  Vogel®

Avalon®

ULTRA PREMIUM INTERIOR LATEX ENAMEL



**Avalon** is an extremely durable and washable wall paint that can handle everything life throws at it.

Formulated for use on residential and commercial interior walls, ceilings, trim, and doors. Designed as a finish coat for interior drywall, wood, plaster, and masonry surfaces.

## Designed for Life

Life can be unpredictable. Perhaps a food fight breaks out in the kitchen, your dog develops an affinity for licking the walls, or the kids return from a spontaneous mud volleyball game. You need a paint strong enough to handle everything life can throw at it. That's why we made Avalon, the most durable, washable wall paint we've ever made.

### STAIN REMOVAL TEST



### SCRUB RESISTANCE TEST



## Washability

Avalon resists the penetration of common household stains into the paint film, making it extremely easy to clean. Most stains can be effortlessly wiped away with a clean cloth and water, ensuring your paint continues to look great. Avalon excels at stain resistance compared to other brands.

## Durability

Avalon provides an incredibly durable surface that ensures the original appearance will last longer, so you'll have to paint less often. Avalon outlasts competitive products after repeated scrub cycles, making it the best choice for your home.

## Guaranteed for Life

We want you to be completely satisfied with Avalon and how it performs in your home.  
**We know you will be, and we guarantee it.**

**Satisfaction Guaranteed for Life.** Diamond Vogel ensures your complete satisfaction with the product's performance for as long as you own the property to which the paint is applied, given that it is applied to a properly prepared surface in accordance with the label instructions. If the paint fails to perform, Diamond Vogel will furnish an equivalent amount of new paint at no cost or will refund the purchase upon proof of purchase. This limited warranty does not include labor or cost of labor for the application or removal of any paint. This warranty gives you specific legal rights, and you may also have other rights that vary from state to state.

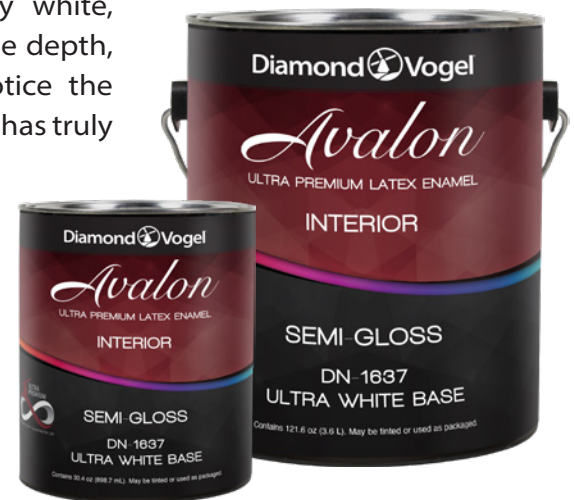


## Do More...Beautifully



OPACITY TESTING

Avalon is incredibly easy to use. It allows you to quickly finish your project and make it look great. We created a revolutionary new base called Ultra White Base. It is exceptionally white, ensuring colors have incredible depth, vibrancy, and clarity. You'll notice the difference. Ultra White Base also has truly remarkable hide, allowing you to paint more surface area with no additional effort.



## Phenomenal Hiding Power

Ultra White Base's hiding power relies on two factors. It uses 25% more hiding pigments than our standard Pure White Base. This ensures full color opacity at a thinner paint film thickness. Avalon's hiding power is further enhanced by its sensational flow and leveling. This reduces the tendency for brush marks or roller stipple to cause peaks and valleys to ensure you get an even appearance and stunningly smooth paint film. You'll appreciate the difference when using Avalon to cut-in or roll walls.

### FLOW AND LEVELING TEST



### ABOUT THE TESTS

All tests are conducted by our ISO 17025 certified laboratory.

**Scrub Resistance Test:** Paints are applied to black charts. The paint samples are dried for seven days. The charts are placed in an abrasion testing machine over a shim designed to create a friction point. A scrub media is added over the top of the samples.

**Stain Removal Test:** Paints are applied to primed drywall samples. The paint samples are allowed to dry for seven days. Examples of common household materials are applied to the samples. After five minutes, the materials are removed from the surface by wiping with a clean cloth and water.

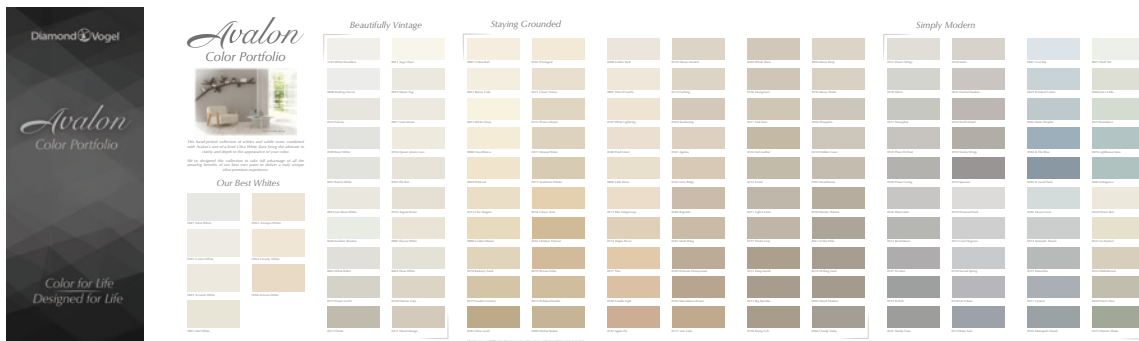
**Opacity Testing:** Paint is applied to black and white cards using a specially calibrated bar that applies paint at specific thicknesses. The resulting dried paint films are measured for opacity.

**Flow and Leveling Test:** Paint is applied to black and white cards using a specially calibrated wire rod that applies paint with peaks and valleys. After the paint dries, it is evaluated for smoothness.



# We Have Your Color

With all the ultra-premium advantages of Avalon, we have not compromised on color. Our complete color palette, including our ColorEssentials Collection, is available in Avalon, and we can deliver your perfect color. To take full advantage of Avalon's Ultra White Base and the true color depth and clarity it delivers, we have handpicked 127 of our favorite whites, modern neutrals, and subtle comfort tones. Our Avalon Color Portfolio offers color stylings for any mood or design, making it the perfect palette for delivering beautiful spaces.



PHYSICAL PROPERTIES	FLAT	MATTE	EGGSHELL	SATIN	SEMI-GLOSS
Finish	0-5 @ 85°	7-15 @ 85°	15-25 @ 85°	20-30 @ 60°	40-45 @ 60°
Resin Type	Acrylic Latex				
Dry Time to Touch	2 to 4 hours at 70°F and 50% Relative Humidity				
Dry Time to Recoat	4 to 6 hours at 70°F and 50% Relative Humidity				
Recommended Dry Film Thickness per Coat	1.5 to 2.0 mils				
Practical Coverage at Recommended DFT	297 to 395 ft <sup>2</sup> /gallon				
Solids by Volume	37%				
VOCs	See Technical Data Sheet				



## OUR FAMILY'S COMMITMENT TO YOU

Andrew Vogel, our founder, decided that the paint he perfected himself was the only paint good enough for houses and barns in the harsh and varied Midwest climate. In 1926, a paint company was born from a modest workshop laboratory. Four generations and millions of gallons of paint later, we still carry on the legacy of our

founder. Through our manufacturing facilities, stores, and dealers, we continue to provide the outstanding value and service that our company was built on. From perfecting our own formulas to producing and distributing our own products, our commitment and passion continues to be worthy of Andrew's name.

28319-DV (67218) 03/23



ARCHITECTURAL COATINGS

1110 Albany Place SE • Orange City, IA 51041  
 (712) 737-8880 • architectural@diamondvogel.com  
 diamondvogel.com/architectural

The technical data and suggestions for use contained in this document are true and correct to the best of our knowledge at the date of issuance. The statements of this document do not constitute a warranty, expressed or implied, as to the performance of these products. Since Diamond Vogel does not control the application of its products or the condition of the surfaces to which they are applied, Diamond Vogel's liability will under no circumstances exceed replacement of the product. All technical information is subject to change without notice.