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**Diamond Vogel's Avalon Ultra Premium Paint Saves Time and Effort While Looking Great**

Orange City, IA, July 17, 2017 — Diamond Vogel is excited to introduce Avalon, an ultra-premium latex paint engineered to save homeowners and professional painting contractors time and effort. Avalon hides better than traditional wall paints allowing more surface to be covered with less work. It has exceptional flow and leveling resulting in a smooth, even paint film helping novice painters look like experts. Avalon is extremely durable and stain resistant keeping painted surfaces looking new longer.

“Our customers will delight in the amount of quality and value Avalon provides,” said Doug Vogel, vice-president of trade marketing, Diamond Vogel Paints. “Avalon is the next step in our ongoing commitment to provide our customers with paint that delivers unparalleled quality. We can’t wait to have them try it.”

One of the unique features of Avalon is the new Ultra White Base. It is exceptionally white ensuring colors have incredible depth, vibrancy, and clarity while still having remarkable hide. Ultra White Base has 25% more hiding pigment than the previous Pure White Base delivering full color opacity at thinner paint film thicknesses.

Avalon is available in flat, matte, eggshell, satin, and semi-gloss. It can be tinted to thousands of color possibilities. For more information, visit [diamondvogel.com/avalon](http://diamondvogel.com/avalon).

**ABOUT DIAMOND VOGEL**

Diamond Vogel is a manufacturer of high-quality paints and coatings based in Orange City, Iowa. Founded in 1926, Diamond Vogel provides coating solutions to the architectural, heavy-duty protective, industrial, traffic, and powder coating markets. Painting contractors, homebuilders, property managers, and homeowners count on Diamond Vogel for the expert advice and long lasting products their projects require. For more information, visit [diamondvogel.com](http://diamondvogel.com).

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