

Old Masters®

FOR IMMEDIATE RELEASE

Old Masters Launches New Look for Fast Dry Stain

Orange City, IA – May 1, 2020 – Old Masters, a division of Diamond Vogel, is launching a new look for its popular Fast Dry Stain. The new label design features easy-to-read product messaging and introduces a color swatch on the front for quick color recognition. The new labeling positions Fast Dry Stain as one of Old Masters' premium products in its offering.

“We are launching our new label for Fast Dry Stain to heighten the awareness of this product and elevate our consumers' shopping experience,” says Robert Reints, Director of Old Masters. “Our new label now offers a color swatch on the front to assist buyers in selecting the right color quickly, and the addition of the color swatch enhances the showroom presentation which benefits dealers, as it showcases the broad offering of stain colors available.”

“Professional woodworkers and do-it-yourselfers alike are quickly adopting fast dry penetrating stains for their finishing projects,” adds Reints. “The speed of application and rapid dry time along with the intensified depth of color and clarity allow projects to be top coated more quickly, granting a more efficient turnaround.”

Old Masters Fast Dry Stain is available in 23 popular colors and can be sprayed, wiped, or applied by brush onto the surface. Custom colors can be achieved by intermixing Fast Dry Stains to the desired color or by tinting with universal colorants, providing unlimited color options.

Fast Dry Stain is one of five wood stain categories offered by Old Masters. The other offerings include Wiping Stain, Gel Stain, Penetrating Stain, and Water-Based Wood Stain. The new Fast Dry Stain label is available starting May 1, 2020.

About Old Masters

Old Masters is nationally recognized for its comprehensive stains and finishes, retail programs for independent paint, hardware, and specialty woodworking retailers. Founded in 1953, Old Masters manufactures wood finishing products for the woodworking enthusiast and professional. The company believes in quality that lasts, attention to detail, integrity, and enduring craftsmanship. For more information about Old Masters, visit myoldmasters.com.

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• Learn more about Old Masters Fast Dry Stains on our website:

<https://myoldmasters.com/product/fast-dry-wood-stain>

• Editors: You may download any of the support artwork for use in print or web materials.

<https://myoldmasters.com/product/fast-dry-wood-stain/media>

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