



FOR IMMEDIATE RELEASE

## Old Masters Launches New Look for Wiping Stain and Gel Stain

Orange City, IA – December 1, 2020 – Old Masters, a division of Diamond Vogel, is launching new labels for their Wiping Stain and Gel Stain lines. The new label designs feature updated product messaging and the addition of a color swatch for quick color recognition. The label update combined with the launch of their Fast Dry Stain line offers a unified labeling program for their premium stains.

"We are excited to launch our new Wiping and Gel Stain labels in coordination with the recent Fast Dry Stain label release as a completion of our new retail look for our stain category. This label update has been part of our commitment to elevating the consumer's shopping experience," says Robert Reints, Director of Old Masters. "Our Wiping and Gel Stain labels now offer a color swatch to assist buyers in selecting the right color quickly. This enhances the showroom presentation, benefitting retailers as it showcases the broad offering of stain colors."

"Old Masters stains offer woodworkers unique application and color control benefits that target specific project needs," adds Reints. "We have built a strong stain program that is unmatched in the marketplace and offers versatility, performance, and value."

Old Masters Wiping and Gel Stains are available in 24 popular colors. Custom colors can be achieved by intermixing to the desired color or by tinting with universal colorants, providing unlimited color options.

Wiping and Gel Stains are two of the five stain offerings from Old Masters and are part of the larger wood finishing, wood care, and professional finishes line. The new Wiping and Gel Stain labels will be available starting December 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](http://myoldmasters.com).

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• Learn more about Old Masters stain offerings at our website:  
<https://myoldmasters.com/products?category=4>

• Editors: You may download any of the support artwork for use in print or web materials:  
<https://myoldmasters.com/product/media/>

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