

Press Information

ULTIMATT EMULSION

15 times tougher than ordinary emulsion

Building on the success of its Acrylic Matt Emulsion, Little Greene has now launched a technically-enhanced, multi-surface paint: Ultimatt Emulsion.

Ultimatt Emulsion, as its name implies, has been specially formulated to provide the ultimate performance paint. Highly durable, it is aimed particularly at areas of heavy traffic such as hallways, kitchens, bathrooms and playrooms.

The unique property of this paint is that it is tough enough for use on internal woodwork, skirtings and architraves. It is also ideal for use on radiators and comes with a ten-year guarantee on external masonry, thereby offering a hard-wearing flat matt alternative for surfaces traditionally associated with eggshell and gloss finishes.

For ease of maintenance, Ultimatt Emulsion is stain resistant, washable and scrubbable; it is 15 times tougher than ordinary matt emulsion paint.

In keeping with Little Greene's environmental philosophy, the paint has exceptional eco-friendly credentials. Formulated with minimal VOCs, Ultimatt Emulsion is water-based and virtually odourless. Because it is so much more durable than ordinary paint, it lasts up to three times longer before redecoration: a direct effect of this is to reduce transport emissions, can disposal and pollution through washing brushes and rollers. All Little Greene's cans are made using recycled steel and can in turn be recycled after use.

Ultimatt Emulsion is available in all 128 colours on the current colourcard, including 60 English Heritage colours, and in the 16 fashion-led shades from the CATWALK 07 | 08 collection.

£26.50 for 2.5L Ultimatt Emulsion

For press information, samples and colour charts please contact Angela Fawcett

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