

Platinum Exterior™

Ultra Premium 100% Acrylic Exterior Coating

Hirshfield's Paint Manufacturing



Satisfaction Guaranteed ~ Lifetime Warranty

Hirshfield's Platinum Exterior™ has been formulated with the latest innovations available, including crosslinking technology. This special crosslinking technology provides a thick, continuous, flexible paint film that is guaranteed for life. Platinum Exterior™ will form a tough protective film that fights off the harshest of elements including rain, sleet, snow and damaging UV rays. Platinum Exterior's™ thick film allows it to bridge small gaps and hide minor surface imperfections, leaving a beautiful looking, virtually impervious finish.

Hirshfield's Platinum Exterior™ with Crosslinking Technology

- Self Priming on most bare surfaces.
- One coat offers full protection on previously painted surfaces.
- Thick, flexible finish hides minor surface imperfections and fills small cracks.
- Innovative Crosslinking technology won't crack peel or blister and provides surface protection against mold, mildew and algae.
- Superior adhesion to wood, aluminum, vinyl, concrete and fiber cement board.
- Low Temperature application for use down to 35° F.
- **Lifetime Warranty** provides peace of mind protection.
- Environmentally Friendly Formula.

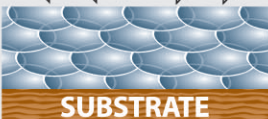
How Crosslinking Technology Works

Resin self-crosslinking polymers, when added to paint, overlap and link each other creating a thick, flexible coating that resists penetration of most harmful elements.

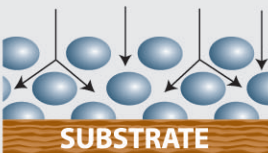
DAMAGING ELEMENTS
UV Rays • Rain • Sleet • Snow
Mold • Mildew • Algae



Platinum Exterior™ provides superior protection to outdoor elements



Outdoor elements easily penetrate surface of ordinary housepaints



Hirshfield's

available at all Hirshfield's retail and contractor stores
Twin Cities • Rochester • St. Cloud • Monticello
Alexandria • Baxter • Bemidji • Hudson
<http://www.hirshfields.com>