Hirshfield's PLATINUM CERAMIC™ helps maintain that just painted look in homes, schools, health care facilities, offices and more.

- Self Priming on most surfaces*
- Low VOCs - Surprisingly low odor
- Dirt and stains wash off easily
- Superior burnish-resistance
- With Microban® antimicrobial product protection
- Retains its appearance longer than other paints
- Easier application - Excellent hide & coverage
- Available in Matte, Eggshell & Satin finishes
- GreenWise® certified – www.greenwisepaint.com

*No primer needed when painting over new or previously painted drywall. When painting over new drywall, two coats are required, with the first coat acting as the primer. Refer to can directions or data sheet for more detailed information.

Hirshfield’s Platinum Ceramic™ is the finest interior latex paint we’ve ever made.

— Hans Hirshfield, fourth generation CEO.

PLATINUM CERAMIC™ features the latest in stain-release technology – Here’s how Ceramic Stain-Release Technology Works

CONVENTIONAL ACRYLIC LATEX INTERIOR PAINT
Acrylic resin forms a slightly irregular film when combined with the irregularly shaped extender pigments used in conventional latex paints. The jagged peaks trap more dirt which makes washing and stain removal difficult. The paint film also can become mired.

100% ACRYLIC LATEX PAINT with CERAMIC MICROSPHERES
Ceramic microspheres take the place of the conventional extender pigments. These microspheric ceramic beads help the 100% acrylic resin create a hard, smooth surface that is extremely resistant to stains, burnishing and abrasion.

Microban® protection fights the growth of microbes on the dried paint film.

The paint samples shown here were inoculated with stain and color causing molds. The sample on the left was untreated and after seven days showed growth on the dried paint film. The paint sample on the right was treated with Microban® antimicrobial product protection and showed no contamination.

Hirshfield’s
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