VELOURA™

INTERIOR/EXTERIOR WATERBORNE URETHANE ALKYD ENAMEL

ENDURING BEAUTY WITH UNPARALLELED, EFFORTLESS APPLICATION



SMOOTHFLOW™ TECHNOLOGY

Outstanding flow & leveling for unparalleled, effortless application

BEST-IN-CLASS HIDE & COVERAGE

Saves money; less material may be required

SMOOTH, FACTORY-LIKE FINISH

Great look on trim, doors, and cabinets across application methods including brush, roller, and spray

BUILT TO WITHSTAND REPEATED CLEANING

Resistant to gloss change and color loss from cleaning

EXCELLENT BLOCK RESISTANCE & HARDNESS

Provides a tack-free, durable film ideal for trim, doors, windows, cabinets, and shelving

PITTSBURGH PAINTS™ *Veloura* Trim, Door & Cabinet Interior/Exterior Waterborne Urethane Alkyd Enamel delivers enduring beauty with effortless application. Featuring *SmoothFlo*w Technology for seamless leveling and a smooth, factory-like finish, it provides best-in-class hide and coverage. Its durable formula withstands repeated cleaning and offers excellent block resistance and hardness for lasting performance. With a low odor and low VOC formula, *Veloura* combines durability, elegance, and sustainability in every coat.

CONFORMANCE STANDARDS

< 50 g/L VOC compliant in all regulated areas.

RECOMMENDED FOR

- Trim
- Doors
- Cabinets
- Shelving
- & More

VELOURA FORMULA FEATURES		
	VELOURA	LEADING STORE COMPETITOR
EFFORTLESS APPLICATION	✓	✓
HIDE & COVERAGE	✓	✓
SMOOTH FINISHED APPEARANCE	✓	✓
BLOCK RESISTANCE (OVERNIGHT)	✓	✓
WITHSTANDS REPEATED CLEANING	✓	✓
LOW VOC (<50 G/L)	✓	✓

Results are from internal and external testing and may vary slightly.

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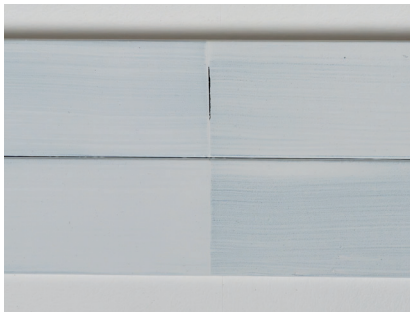
PITTSBURGH PAINTS

VELOURA™

Interior/Exterior Waterborne Urethane Alkyd Enamel

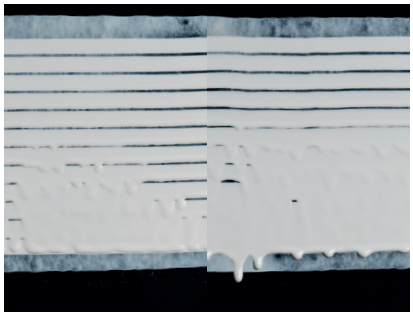
ENDURING BEAUTY WITH UNPARALLELED, EFFORTLESS APPLICATION

HIDING VS.COMPETITION



VELOURA™ LEADING COMPETITOR

SAG RESISTANCE VS. COMPETITION



VELOURA™ LEADING COMPETITOR

AVAILABLE SHEENS

CODE	BASE/READY MIX COLOR	SIZES
SATIN		
TRM-10-RMW	Ultra White Ready Mix	Qts, 1s
TRM-10-410	Hi-Hiding White & Pastel Base	Qts, 1s, 5s
TRM-10-420	Midtone Base	Qts, 1s
TRM-10-440	Ultra Deep Base	Qts, 1s
SEMI-GLOSS		
TRM-11-RMW	Ultra White Ready Mix	Qts, 1s
TRM-11-510	Hi-Hiding White & Pastel Base	Qts, 1s, 5s
TRM-11-520	Midtone Base	Qts, 1s
TRM-11-540	Ultra Deep Base	Qts, 1s

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