



Glidden® Paint Fact Sheet

The Glidden® paint brand offers a rich tradition of innovation and color inspiration, having consistently embodied quality and performance for generations of customers. From the first latex paints that were developed and marketed under the Glidden brand decades ago, to today's broad assortment of versatile paints, the Glidden brand makes it easy for consumers and paint contractors alike to turn inspiration into action and add color to people's lives.

Available nationwide at The Home Depot, Walmart, company-owned Glidden Professional Paint Centers and other fine retailers, Glidden paint is a brand of AkzoNobel, the world's largest paint and coatings company.

Glidden Paint Yesterday and Today

- The Glidden paint brand traces its roots back to 1875 when 42-year-old Francis Harrington Glidden began a varnish-making business in Cleveland. Seventeen years later, he incorporated the company under the name The Glidden Varnish Company.
- Today, Glidden paint is the flagship brand in the U.S. for AkzoNobel, the world's largest paint and coatings company.
- Today, Glidden paint is the most widely accessible brand in the U.S. with nearly 10,000 outlets carrying the familiar 'red oval' logo on their shelves.

Glidden Gets You Going®

- Color selection made easy: You want your home to look great, but it can be tricky finding the perfect color. Take advantage of Glidden paint's many color tools, including Top 10 Color Palettes, extra large paint chips, paint tester bottles and glidden.com.
- Interior and exterior paint selection made easy: Whether it's ceiling paint, primer or other interior and exterior paints, Glidden paint is so confident that you will love the quality, color and performance of our paints that we guarantee you'll be satisfied with the results. That's why in a recent survey 97% of people who used Glidden paint would recommend it to a friend.

Glidden Paint Innovation

- **1948:** Glidden paint SPRED® SATIN paint revolutionized the industry by introducing the first waterborne latex paint.
- **1991:** Glidden brand Lifemaster® paint and Glidden brand SPRED® paint were the first no volatile organic compounds (VOC) paints on the market.
- **1993:** Glidden paint introduced the first exterior paint with the ability to be used below 35 degrees Fahrenheit.
- **2003:** Glidden paint introduced EZ Track® Technology "Pink to White" ceiling paint, a special formula that goes on pink for visibility, but dries a classic white.
- **2011:** Glidden paint Gel-Flow® Technology fills and covers wood grain and minor surface imperfections to provide an exceptional high gloss, no brush mark finish to trim and doors.
- **2012:** Glidden paint introduced the industry's first multi-purpose paint: Glidden paint Performance Edge™ 3 IN





AkzoNobel
Tomorrow's Answers Today

1™ paint fills small blemishes, such as nail holes and hairline cracks, while painting, so there's no need for a separate prep product.