

Get A “Grip” On Dark Paint Colors With Grey-Tinted Primers

(NAPSA)—When the crimson rose paint ends up drying to look more like carnation pink, do-it-yourselfers need to consider what lies beneath. Primers specifically developed for use under dark or vibrant paints—such as the new Glidden Gripper® Grey—prime surfaces in shades of grey to create a better foundation that enhances the true richness of today’s most popular topcoat colors.

“Most DIYers don’t think twice about applying deep colors, such as dark reds, greens or blues, over a white primer,” said Carolyn Resar, director of marketing for the Glidden brand. “Only after the paint has dried do they realize that the primer affects the intensity of the topcoat. As a result, more time and money are spent on applying additional layers to achieve the desired color.”

When you’re preparing walls for dark paint colors, Resar offers the following four-step “primer” on priming:

- **Eliminate Guesswork**—Select a primer that can be tinted to various shades, so that you may create an ideal base for any deep color. For instance, Gripper Grey can be tinted to nine different shades of grey, making it possible to achieve a smooth color match with only two topcoats.

- **Get a Grip**—It’s important to use a primer that adheres to nearly any surface—including wood, masonry, glass and previously painted metals. Such primers create a uniform sheen, eliminate streaking and serve as excellent stain killers. A quality



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primer also removes traces of water splashes or other common household mishaps.

- **Take Your Time**—The most time-consuming, but most important, part of painting a room is the preparation. Carefully select the most appropriate shade of primer and then prepare all surfaces for the priming process by cleaning, sanding, fixing cracks and removing electrical outlets and fixtures. This thoroughness will pay off with a professional-

looking paint job.

- **Don’t Miss A Spot**—Primer should be applied to any surface that will be painted. It’s crucial not to miss any areas, in order to guarantee smooth coverage and an even color. This essential step ensures that paint can be applied quickly and easily—without worries of streaking, spotting or color variations.

For more information on Glidden Gripper Grey, visit www.glidden.com.