

ROCKLER ADDS A LARGE VARIETY OF MILK PAINT COLORS

18 New Pigments Provide DIYers with a Wide Spectrum of Options

MEDINA, MN (September 18, 2014) - Rockler Woodworking and Hardware has introduced 18 new colors (see swatches below) of General Finishes Milk Paint, nearly tripling the selection previously available to customers. Milk paint is a traditional, casein-based paint that's been around for centuries and has enjoyed a remarkable resurgence in popularity in recent years. Over the last decade or so, the look has found its way into a multitude of furniture showrooms. DIYers use milk paints at home for many projects including cabinets, crafts, and both indoor and outdoor furniture. The paint produces a special "milky" effect that is widely used on both vintage and modern furniture pieces.

"Milk paint is both the historical source for, and often the material used to produce, those increasingly popular antique colors and "distressed" finish effects," says Steve Krohmer, Rockler's Vice President of Product Marketing. "Adding 18 more color options helps DIYers get the colors they want, especially since different paints can be mixed together to create new ones."

General Finishes Milk Paints are interior/exterior acrylic paints. Uniquely engineered with the latest in paint technology, they can be used directly from the can to produce a high-quality satin-sheen finish. They can be used alone or with any other Water-based product in the General Finishes color line.

General Finishes Milk Paint retails for \$16.99 per pint, and is available in 28 colors. All can be purchased at Rockler Woodworking and Hardware stores nationwide, Rockler independent resellers, Rockler.com, or from the Rockler catalog. For store locations or a free catalog, please visit www.rockler.com or call 1-877-ROCKLER.

ABOUT ROCKLER WOODWORKING AND HARDWARE

Celebrating its 60th year as a family-run business, Rockler Woodworking and Hardware is the nation's premier supplier of specialty hardware, tools, lumber and other high quality woodworking and do-it-yourself products. Rockler has 29 retail locations in AZ, CA, CO, GA, IL, IN, MA, ME, MI, MN, MO, NH, NY, OH, OR, PA, TX, WA, and WI, as well as extensive catalog and internet operations.

To learn more about Rockler, please visit www.rockler.com or call 1-877-ROCKLER.

