

For Immediate Release

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RED DEVIL'S EASY CREATE-A-COLOR™ CAULK KIT STEPS UP FROM PLAIN WHITE TO COLOR MATCH YOUR KITCHEN, BATH OR EXTERIOR DESIGNS

Tulsa, OK— Often after a kitchen or bath remodel, the rich colors of fixtures and materials that were carefully chosen to blend together have an unwanted standout—a bead of white caulk. Suddenly the gorgeous wallpaper, countertops, tile and appliances are not blending in as well as they could. The same can be true on the exterior with trim, moulding and siding. To enrich any caulk project, Red Devil announced today that its new Create-A-Color Caulk Kit makes it easy for DIYers or contractors to create a caulk color to match just about any interior or exterior design element—saying goodbye to plain old white, with endless possibilities.

Using ordinary latex paint, chosen in a color that matches the wall paint, tile, or countertop colors for example, the results are striking and create a high end look. The secret is a proprietary caulk blend that actually bonds to the paint rather than repelling it like standard caulks.

The kit includes a Standard Caulk Mixer; two tubes of specially formulated Create-A-Color Caulk, a syringe for injecting the paint and an easy to follow instruction guide. The system works in minutes to create the perfect color and can then be applied with a standard caulk gun. (Note: the

mixer is not a caulk gun and is for mixing only). Pros can also purchase a heavy duty metal caulk mixer separately for daily use on the job. The mixers are very easy to clean and re-use.

Red Devil's Create-A-Color Caulk is a quality formulation that has excellent adhesion, mildew resistant, interior and exterior performance, low odor and water clean-up.

To learn more about the new Create-A-Color Kit, call (800) 423-3845 or visit www.reddevil.com.

About Red Devil, Inc.

RED DEVIL Inc. has been serving the construction and hardware industry since 1872, with 142 years of quality and innovation in caulks, sealants and painter's hand tools. For more information about Red Devil visit their Web site at <http://www.reddevil.com> or call 1-800-4A-DEVIL. Also visit the Red Devil Facebook page at www.facebook.com/reddevil.

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