

For Immediate Release

Diamond Vogel Introduces a New Brilliant White Dri-Mist to their Architectural Offering

Orange City, IA – November 12, 2024 – Diamond Vogel is excited to announce the release of **Luminance 300 Dri-Mist Flat Latex Brite White**, a specialized coating engineered to brighten large ceiling areas in warehouses, gymnasiums, and manufacturing facilities. This advanced finish provides a clean, brilliant white designed to elevate lighting quality in expansive spaces.

Luminance 300 Brite White stands out for its **industry-leading Light Reflectance Value (LRV) of 92**, placing it among the highest LRV coatings available. With its ability to reflect both artificial lighting and natural daylight effectively, Luminance 300 Brite White significantly enhances lighting efficiency and visibility across large areas, ultimately contributing to a brighter, more energy-efficient environment. Additionally, it offers improved hiding capabilities, outperforming traditional dri-mist and dry-fall coatings.

“We’re thrilled to expand our Luminance line with the introduction of Luminance 300 Brite White Flat Latex,” said Al Beck, Vice President of Industrial and Architectural Coatings at Diamond Vogel. “This product embodies our commitment to innovation and to delivering exceptional value to our customers, who rely on coatings that provide superior coverage and performance.”

Luminance 300 Dri-Mist Flat Latex is a part of Diamond Vogel's versatile Luminance Dri-Mist line, crafted for efficient application in large commercial settings where overspray or “fallout” needs to dry before reaching the floor. This line offers a variety of solutions ideal for quick, effective ceiling coating in environments requiring high-performance coatings.

To learn more about the Luminance Dri-Mist line, visit our website:

<https://www.diamondvogel.com/documents/diamond-vogel-luminance-info-sheet>.

About Diamond Vogel

Diamond Vogel is a manufacturer of high-quality paint and coatings based in Orange City, Iowa. Founded in 1926, Diamond Vogel provides coating solutions to the industrial, architectural, industrial wood, automotive, aerosol, traffic, and toll manufacturing markets. For more information about Diamond Vogel visit their website at diamondvogel.com.

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Contact:

Sandy Agar-Studelska
Diamond Vogel
712.635.8335
sandy.agar-studelska@diamondvogel.com

For more information

Editors: You may download artwork in support of **Luminance 300 Dri-Mist Flat Latex Brite White** for use in print or web materials: <https://www.diamondvogel.com/media/luminance300/>

You may provide this link in print or web materials for users to learn more about Luminance 300 Dri-Mist Brite White: <https://www.diamondvogel.com/architectural/product/luminance-300-dri-mist-latex-finish>

Learn more about Diamond Vogel Architectural Coatings at our website:
<https://www.diamondvogel.com/architectural>