

## For Immediate Release

### Diamond Vogel Introduces Ultra Premium Exterior Latex Finish to their Architectural Offering

**Orange City, IA – June 22, 2021** – Diamond Vogel introduces Palisade™ Ultra Premium Exterior Latex to their Architectural Coatings line. Palisade provides an incredibly durable, long-lasting finish making it an outstanding choice for both residential and commercial projects.

“The addition of Palisade to our exterior coatings line continues our commitment to provide products that perform at the highest level and deliver outstanding durability and value to our customers,” says Al Beck, Vice President of Industrial and Architectural Coatings for Diamond Vogel.

“Our goal with Palisade was to make an exterior coating that is unparalleled in the industry. We invested significant research and development into Palisade, allowing us to create our most durable exterior coating. We are so confident in Palisade’s performance that we back it with a lifetime warranty,” adds Beck.

Palisade’s enhanced application characteristics offer exceptional flow and leveling by brush, roll, or spray, and enhanced flexibility defends against cracking and peeling. Palisade’s advanced acrylic technology delivers exceptional fade resistance, providing years of long-lasting, uniform, and beautifully vibrant color. Palisade allows for application in low temperatures, as cool as 35°F, and is available in their premium matte, satin, and semi-gloss sheens.

#### 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](http://diamondvogel.com).

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#### For more information

Editors: You may download artwork in support of **Palisade Ultra Premium Exterior Latex** for use in print or web materials: <https://www.diamondvogel.com/palisade/media/>

You may provide this link in print or web materials for users to learn more about Palisade:  
<https://www.diamondvogel.com/palisade/>

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