

Nothing mythical, this is the real thing!

What do you want in a paint—great performance at an affordable price, right? Sure beats dropping a load of cash on paint that doesn't work! Mythic Paint is releasing Mythic Pro, a product line designed specifically for professional painters. Let's get straight to the advantages:

- Priced lower than the original Mythic paint to enhance your profits while offering the superior quality and zero VOCs and toxins available in all Mythic products.
- Professional grade product with a highly durable finish, excellent coverage, and superior touch up
- Designed for rapid commercial application.
- Meets strictest criteria for coatings used in LEED® certified buildings.
- Available in a designer color palette of 1,225 but can match any color.
- Sold in one and five gallons.
- Available in flat, eggshell and semi-gloss.
- Ideal for professionals who need a high-quality product but are concerned about breathing in toxins during their work day.

Mythic Pro will be available in independent paint stores nationwide in April; the original Mythic paint will now be called Mythic Classic.

“We are thrilled to introduce Mythic Pro, our new line created specifically for painting professionals,” said Rocky Prior, president of Southern Diversified Products. “We understand what professional painters need to make their jobs easier and healthier. Most importantly we understand the need for a lower cost solution.”

Mythic Pro, like all Mythic products, comes with a full performance guarantee.

Get a bucket. See some basketball.

Go to New Orleans.

Purdy invites professional painters and contractors to visit voiceofthepros.com—an engaging new website forum that encourages you to participate in poll questions and post comments, plus allows the opportunity to connect with others in the painting industry. You'll get information on Purdy's new product launches and insights from Purdy's own painting pro, Paint Doctor Bruce Schneider. We have a Bruce Schneider bobble-head doll at *The Paint Contractor* office. We're always whacking Bruce on the head. Schneider is also a gin term, meaning you keep your opponent from getting any points. So someone on a losing streak needs to get “off the schneid,” as they say. What does that have to do with paint? Not a lot, but it's a cool way of saying “get off your duff.”

“With the online launch of Voice of the Pros we're hoping to engage and connect with professional painters and contractors in a unique way by allowing them to share feedback with each other—and Purdy—about relevant industry issues and the products they use,” said Mark Ksiezzyk, senior brand manager, Purdy

You'll also have the chance to win a grand prize trip to the 2012 Men's College Basketball Final Four Tournament in New Orleans. If you don't win the Orleans trip, you can still pick up daily prizes of \$25 gift cards to a variety of retailers and a weekly prize of a Purdy Pro Tools Bucket package.

Entries for the prizes will be accepted thru June 30, 2011. For additional details, or for the official rules, log on to voiceofthepros.com. [TPC](http://www.tpc.com)

