

Mythic Paint enters the pro market

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Hattiesburg, Miss.-based Mythic Paint announced the launch of a new line of paint made especially for the painting expert -- Mythic Pro.

The new offering is priced below the original Mythic paint, which is now called Mythic Classic.

Mythic Pro is a non-toxic, ultra-low odor, high-quality paint line designed and formulated specifically for painting professionals.

The company said Mythic Pro meets the strictest criteria for coatings used in LEED- certified buildings. This new professional line was developed for rapid commercial application and is available in both one and five-gallon pails.

"We are thrilled to introduce Mythic Pro, our new line created specifically for painting professionals," said Rocky Prior, president of Southern Diversified Products.

Mythic Pro will be available in independent paint stores nationwide in April.

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