

# HOMAX Brand by PPG Introduces New and Improved TOUGH AS TILE Product

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*Tub, sink and tile refinisher offers cost-effective solution for a like-new look*

CRANBERRY TOWNSHIP, Pa.--(BUSINESS WIRE)-- The HOMAX® brand by PPG today unveiled a new and improved formula for the TOUGH AS TILE™ refinishing product, which helps restore the surface of old, stained or discolored porcelain, glazed ceramic tile or fiberglass surfaces. Formulated to meet the needs of professional and do-it-yourself (DIY) customers, the new product enables users to significantly improve the cosmetic appearance of tubs, sinks or tile over a weekend and at a great price.

In addition to being able to restore bathroom surfaces with a glossy, like-new protective finish, the product boasts many improved benefits that make projects even easier for professionals and DIY-ers, such as:

- Faster dry time, making tubs and sinks ready for use just two days after application – a full day faster compared to the previous formulation;
- Easier product application, with a new spray tip for comfort, improved spray pattern and improved drip resistance;
- Higher gloss, giving a porcelain-like finish;
- Brighter and whiter color, making surfaces look like new; and
- Tougher finish and increased hardness to stand up to daily use longer.

“We know that one of homeowners’ biggest investments when it comes to home improvement is their bathroom space, as these projects are expensive and time-consuming,” said Alana Zajdel, PPG senior marketing manager, *Homax* brand. “With the new *Homax Tough as Tile* product, users can quickly and easily revamp the look of existing tubs, sinks or tile without spending a fortune or putting in days of manual labor. The *Tough as Tile* product is also perfect for professionals on a tight job budget or who need to get the job done quickly.”

The product is available in spray-on or brush-on application, depending on the project, and it comes in two popular shades: Bisque, a creamy off-white tone (aerosol only), and White, a clean white (spray-on or brush-on).

The *Homax* brand’s new and improved *Tough as Tile* product is currently available for less than \$50 at THE HOME DEPOT® stores and will be available at LOWE’S® stores in December.

The *Homax* brand offers the leading line of aerosol wall and ceiling textures; a full range of interior patch and repair solutions; kitchen and bath restoration products; and sundries including a full assortment of premium steel wool. For more information about the *Homax* brand, visit [homaxproducts.com](http://homaxproducts.com).

PPG’s architectural coatings business in the U.S. and Canada is an industry leader in residential and commercial coatings, delivering the latest technologies and operational advancements through its strong portfolio of brands. It manufactures and sells interior and exterior paints, stains, caulks, repair products, adhesives and sealants for homeowners and professionals. Its distribution network includes more than 15,000 touchpoints through company-owned stores, independent dealer locations and all major home improvement centers across the U.S. and Canada. For more information, visit [PPGAC.com](http://PPGAC.com).

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