

# New Color It Right program makes it fast, exact and easy to get the sealant color you want, when you want it

Meet your need for custom color sealants without sacrificing time, quality or ease of installation. The new Color It Right program benefits both architects and contractors for new and renovation projects with more color choices for DOWSIL™ brand silicone construction sealants.



## Expand your color options

With Color It Right, Dow offers two color options in addition to our standard sealant colors:

**Catalog colors** – With sealants ready to ship in just three business days, catalog colors from our expanded color catalog offer you more choices, more quickly.\*

**Custom colors** – Computer-matched custom sealant colors match your project-specific substrates to meet the requirements of your most exacting building projects.

## Color It Right is the right choice

Get the color options traditionally associated with field-pigmentable two-part sealants with the added benefits of a one-part silicone sealant from an industry leader:

- The superior durability and performance of silicone over organic alternatives
- Proven DOWSIL™ brand silicone sealants for sustainable, long-lasting performance
- The assurance of product warranties by a brand you trust.

### Architects Design with confidence

The new Color It Right program gives you:

- An expanded color palette for **nearly limitless design options.**
- Color availability in **specifiable, high-performance sealants.**
- **Consistent color from start to finish.** You can be confident that small quantities ordered for finishing touches at the end of a job will match the initial quantities ordered without worry of mixing issues or batch-to-batch variations.
- **Fast access to small quantities** ensures availability of colors for unique applications and smaller-scale projects.\*

### Contractors Simplify and save

The new Color It Right program enables you to:

- **Order exactly the amount you need** – With minimum order requirements as low as two cases of sausage packs, you can eliminate waste and keep your costs low.\*
- **Keep your project on track** – Sealants are ready to ship in as quick as three business days for catalog colors, nine business days for custom colors.\*
- **Simplify sealant installation and save money and time** – Factory-pigmented, one-part sealant ensures hassle-free, consistent color with no batch-to-batch color variations or striations from improper mixing. Eliminating mixing saves time and labor costs.

\*Refer to Color It Right program details for limitations.

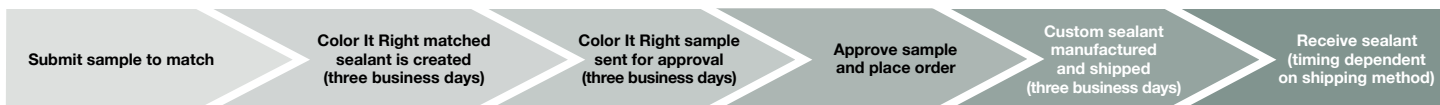
## Color It Right process

**Catalog colors** – Simply select from the Dow color catalog and place your order. Sealant typically ships just three business days from order.\*



## Custom colors

**Catalog colors** – Submit a sample using the Color It Right form. Following your approval, place your sealant order with your distributor. Matching, approval and manufacturing steps each require three business days, for a nine-day turnaround before sealant can be shipped.\*



\*Refer to Color It Right program for details

## Quantity pricing discounts

Low, two-case minimum quantities are available (except as noted below), but you can save by ordering larger quantities. Ask your distributor about volume price incentives.



## Color It Right product availability

Color It Right color options are available for:

- DOWSIL™ 790 Silicone Building Sealant
- DOWSIL™ 791 Silicone Weatherproofing Sealant
- DOWSIL™ 795 Silicone Building Sealant
- DOWSIL™ 756 SMS Building Sealant
- DOWSIL™ Contractors Weatherproofing Sealant (five-case minimum)
- DOWSIL™ Contractors Concrete Sealant (five-case minimum)

Sealants are supplied in convenient sausage packaging. Check for the latest color options at [dow.com/coloritright](http://dow.com/coloritright).



## For more information

Learn more about Dow's full range of High Performance Building solutions, including service and support, at [dow.com/construction](http://dow.com/construction).

Dow has sales offices, manufacturing sites, and science and technology laboratories around the globe. Find local contact information at [dow.com/contactus](http://dow.com/contactus).

For ordering information please contact:



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