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Easy One-Coat Application: Introducing Minwax® Wood Finish™ Color Series Premium Oil-Based Stain and Polycrylic® Max Crystal Clear Protection

Minwax® brand redefines DIY wood finishing, helping DIYers finish projects up to two times faster

CLEVELAND – [Sept. 4, 2024] – [Minwax®](#), America's No. 1* selling brand of interior wood stains and clears, introduces two innovations designed to elevate DIY woodworking projects: [Wood Finish™ Color Series Premium Oil-Based Stain](#) and [Polycrylic® Max Crystal Clear Protection](#). These products set our new standard in efficiency and quality for wood finishing projects, enabling projects to be completed up to two times faster and proving what's possible when consumers DIY.

Color Series: Quick, One-Coat Application in 240+ Colors

Wood Finish™ Color Series is an advanced interior wood stain featuring a unique balance of ease of application and one-coat coverage, along with the exceptional richness and penetration of traditional oil-based stains. Tintable to a palette of over 240 colors, Color Series helps bring creative ideas to life, allowing DIYers to closely match or complement spaces in their home.

Available in quarts and gallons, this innovative formula not only enhances wood grain but also accelerates project completion up to two times faster**. Five times thicker than traditional Minwax® Wood Finish™ stains, this formula ensures precise control during application on properly prepared wood furniture, cabinets, doors, trim, molding and hardwood floors.

“Our new Wood Finish™ Color Series is a game-changer for DIY enthusiasts. With its quick, one-coat application and over 240 colors, it's never been easier to bring your creative visions to life,” said Madeline Tucker, Senior Brand Manager, Minwax®. “This innovative stain not only provides sufficient coverage without always needing conditioning*** but does so with speed and quality, helping our customers transform their spaces with ease and style.”

Polycrylic® Max: Finish Projects Up to 2x Faster With Maximum Durability

Polycrylic® Max simplifies finishing tasks by protecting DIYers' creative visions with its clear, high-quality finish for interior wood surfaces. This next-generation product builds on the success of the Minwax® Polycrylic® line, offering excellent durability and clarity. Available in quarts and gallons, this topcoat provides maximum protection in just one coat, eliminating the need for sanding between coats**** to simplify the application process. It dries in one hour and is available in four sheens, including flat, satin, semi-gloss and gloss, ensuring lasting resilience and professional-grade results.

“Polycrylic® Max sets our new standard in durability and convenience,” noted Tucker. “It



allows DIYers to achieve a professional-like finish up to two times faster, simplifying the process and making it an essential tool for anyone passionate about DIY projects.”

Both the Wood Finish® Color Series Premium Oil-Based Stain and Polycrylic® Max Crystal Clear Protection are available at Lowe's nationwide. For more information on Minwax® Wood Finish™ Color Series Premium Oil-Based Stain and Polycrylic® Max Crystal Clear Protection, visit [Minwax.com](https://www.minwax.com) or your local Lowe's store today. Prove what's possible when you do it yourself. Keep on finishing.

**Based on Epicor's Industry Data Analytics and third-party survey results for interior wood stains for the 12-month period ending 12/23.*

***Calculated by no pre-stain and single-coat application.*

****A pre-stain conditioner is not necessary when applying Wood Finish™ Color Series. However, for softer woods, using a conditioner is recommended to achieve the best appearance.*

*****No sanding required between coats. It's recommended to prep wood by sanding prior to application.*

About Minwax®

For 120 years, Minwax® has been a leading brand of high-quality wood finishing and wood care products. From wood stains to clear protective finishes, plus solutions for wood preparation, maintenance and repair, Minwax® products are requested by the do-it-yourself consumer, seasoned woodworkers and professional contractors. Minwax® is part of the Sherwin-Williams Consumer Brands Group, headquartered in Cleveland, Ohio. Minwax® can be found online at www.minwax.com, on Instagram at [Instagram.com/MinwaxUSA](https://www.instagram.com/MinwaxUSA), on Facebook at [facebook.com/Minwax](https://www.facebook.com/Minwax), on Pinterest at [pinterest.com/Minwax](https://www.pinterest.com/Minwax) and on YouTube at [youtube.com/user/MinwaxUSA](https://www.youtube.com/user/MinwaxUSA).

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