

Low Odor - Listing & FAB Sheet

Incremental category growth - not a Painter's Touch replacement

A differentiated water-based aerosol for shoppers who have avoided spray paint because of strong odors. Position it beside the core range to widen the category and protect existing sales.

FEATURE	WHAT IT DOES	RETAILER / SHOPPER BENEFIT
Water-based formula	40% less odor than traditional Rust-Oleum spray paint*	Brings odor-sensitive and small-space DIY shoppers into the aisle.
3 years of R&D	Coverage and performance engineered to compare with Painter's Touch	A credible premium innovation backed by serious product investment.
Fan spray pattern	Wider, controlled spray helps minimise runs and drips	Easier first-time success; a stronger staff recommendation.
Any-angle comfort tip	Sprays from any angle, including upside down	Useful on awkward furniture, decor and restoration projects.
Multi-surface	For wood, metal, glass, wicker and most plastics	One can answers a broad range of project missions.
Recoat any time	Flexible project timing; soap-and-water clean-up while wet	A more approachable experience for newer spray-paint users.

Working launch assortment



Blackout



Anchor Gray



Ladybug Red



Orange Soda



Lucky Green



Blueberry



Snow White

The 30-second staff story

1**Start with the shopper**

"If odor has put you off spray paint, this water-based option was made for you."

2**Reassure on performance**

"It delivers the coverage and durable finish you expect from Rust-Oleum, with 40% less odor.*"

3**Match the project**

"Use it on wood, metal, glass, wicker and most plastics - indoors or outdoors."

4**Close with confidence**

"The fan spray and comfort tip give you better control, and you can spray from any angle."

Position it as incremental

Painter's Touch remains the trusted core range. Low Odor sits alongside it as a premium answer for a different shopper need - creating another reason to buy, not a reason to switch.

* Compared with traditional Rust-Oleum spray paint. Product claims sourced from Rust-Oleum product information.