PATCH & REPAIR

TEXTURE REPAIR

Aerosol Spray Texture

DAP SPRAY TEXTURE

TABLE OF CONTENTS

SPRAY TEXTURE

WHY TEXTURE?

Texture is often adding to interior dry wall surfaces as part of the finishing process. The purpose of texture is to hide any drywall imperfections from the installation process.

Texture can also be added to interior dry wall surfaces for aesthetic and acoustical reasons.

There are three common textures found in houses today: Orange Peel, Knockdown & Popcorn. Orange Peel and Knockdown are more commonly found on walls whereas Popcorn is more commonly found on ceilings

DAP
ON THE JOB
SINCE 1865™

PRODUCT INNOVATION

Texture Repair

DAP SPRAY TEXTURE

AIM TECH

Adjustable nozzle with customized angle to repair vertical, overhead & hard to reach areas with one can

WIDE, EVEN SPRAY

Consistent pressure & even texture coverage that provides less mess and a reliable spray application

PRO RESULTS

Excellent texture match that delivers a fast & durable repair from the #1 brand in Wall Repair
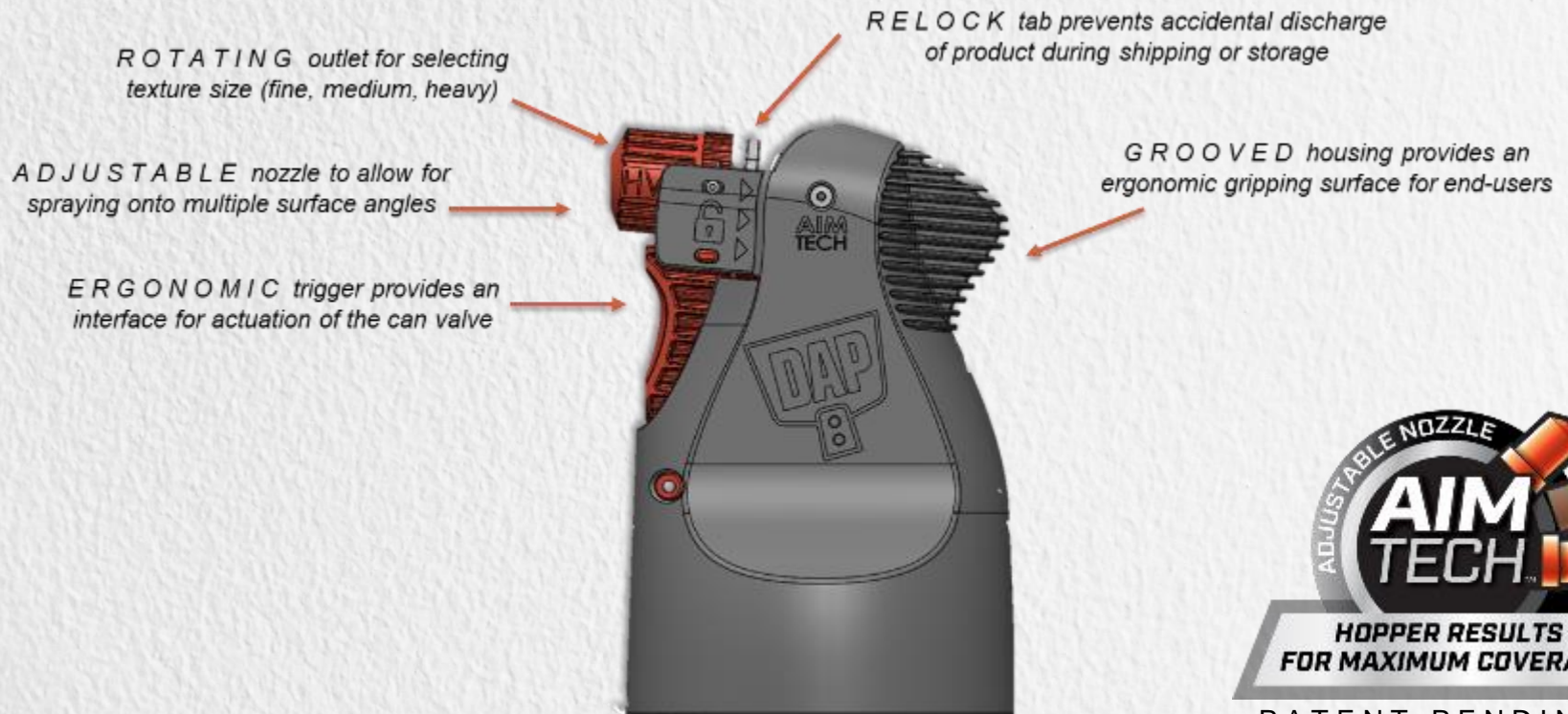
SKU OPTIMIZATION

Reduced number of SKUs to avoid user confusion & optimize shelf space at bay

SPRAY TEXTURE

DAP®

AIM HIGHER

DAP® Spray Texture 2in1 Wall & Ceiling, bringing professional results with ultimate performance in Function, Formula & Finish

R E L O C K tab prevents accidental discharge of product during shipping or storage

R O T A T I N G outlet for selecting texture size (fine, medium, heavy)

G R O O V E D housing provides an ergonomic gripping surface for end-users

A D J U S T A B L E nozzle to allow for spraying onto multiple surface angles

E R G O N O M I C trigger provides an interface for actuation of the can valve

AIM TECH

ADJUSTABLE NOZZLE

HOPPER RESULTS FOR MAXIMUM COVERAGE

PATENT PENDING

DAP SPRAY TEXTURE

	DAP	HOMAX OPP	HOMAX PRO
# OF SKU PROGRAM	4	7	6
CONSISTENT, EVEN PATTERN *Consistent air pressure & spray pattern*	✅	❌ Pressure ❌ Texture	❌ Pressure ✅ Texture
ACCURATE COVERAGE (SQ. FT.)	✅	Variable User Dependent	Variable User Dependent
AIM TECH ADJUSTABLE NOZZLE *Repair hard to reach areas, rotates 60-degrees*	✅	❌ No adjustable nozzle	❌ No adjustable nozzle
2IN1 WALL & CEILING APPLICATION *Repair both wall & ceiling*	✅	❌ Separate wall & ceiling skus	❌ Separate wall & ceiling skus
EASY TO SHAKE *Less fatigue, excellent mixing*	✅	❌	❌
FAST & STRONG CURE *Dry and paint ready time*	✅ 30 min	➖ 30 to 60 minutes Softens when painted	➖ 30 to 60 minutes Softens when painted
PAINTABILITY *Won't flash paint, no primer required*	✅	❌ Primer recommended	❌ Primer recommended
SANDABLE *Won't crumble or fall apart*	✅	❌ Crumbles after cure	❌ Crumbles after cure
MATCHES EXISTING WALL TEXTURE	✅	➖ Existing Texture Dependent	➖ Existing Texture Dependent

SPRAY TEXTURE

ORANGE PEEL
WATER-BASED

FINE	MEDIUM	HEAVY

Reference additional texture block in launch kit for other textures

SKU INFORMATION & SELL IN
Texture Repair

SPRAY TEXTURE

Description	Size	Case Pack	Product Code	GTIN 14	Case Weight (lb)	Case Dimensions (LxWxH)	Case Volume	Cases Per pallet
ORANGE PEEL WATER BS SPRAY TEXTURE 25 OZ	25 OZ	6	0 7079850005 1	100 70798 50005 8	11.76	9.13" X 6" X 13.44"	12.33	108
ORANGE PEEL OIL BS SPRAY TEXTURE 25 OZ	25 OZ	6	0 7079850006 8	100 70798 50006 5	11.76	9.13" X 6" X 13.44"	12.33	108
KNOCKDOWN WATER BS SPRAY TEXTURE 25 OZ	25 OZ	6	0 7079850010 5	100 70798 50010 2	11.76	9.13" X 6" X 13.44"	12.33	108
POPCORN WATER BS SPRAY TEXTURE 25 OZ	20 OZ	6	0 7079850025 9	100 70798 50025 6	9.41	9.13" X 6" X 13.44"	12.33	108

DAP SPRAY TEXTURE

Spray Texture packaging has been designed to be bold on shelf, align with industry color palette & highlight performance.

Primary Packaging Aerosol:

- Enlarged DAP logo, front and center for easy brand recognition

- Color-coded, texture specific cans, to simplify shopping experience

- Bold texture formula called out for consumer education

- Innovation claim "AIM TECH" prominently displayed to highlight differentiation on shelf

- Features and benefits of how DAP outperforms other spray texture products

- Pro Results claim supported by the #1 wall repair brand to gain trust and build upon strong reputation

- Back Panel: Tips and Performance Chart – easy to read reference of the most important product performance specifications

DAP® SPRAY TEXTURE

1 UNLOCK

UNLOCK tab by bending backwards. This is a re-locking tab and not meant to be broken off.

2 ADJUST

ADJUST nozzle upward to desired spray angle, can rotate up to 60 degrees. Be sure to point away from face and people.

3 TWIST

TWIST nozzle to desired texture size fine, medium, or heavy.

4 SHAKE

1 MIN.

SHAKE can upside down **vigorously** for one minute after hearing mixing marble moving freely in the can. **IMPORTANT** dispense a quick burst of material on scrap materials to activate before applying to surface.

5 SPRAY

12" - 18"

SPRAY holding can approximately 12 to 18 inches away from surface using intermittent bursts, sweeping across the repair in a quick, continuous motion. For superior blending, feather texture into surrounding repair area using the can. Add coverage as needed to match texture density.

6 PAINT

30 MIN. DRY TIME FINISH FASTER

PAINT: allow texture to dry for 30 minutes prior to painting. Dry time may longer in cooler/humid conditions or with thicker applications. Follow paint manufacturer's instructions for best results. For exterior applications, use an exterior grade paint.

7 CLEAN-UP

CLEAN-UP tools and area with towel and warm water. Be sure to remove any texture build up from tip/nozzle to prevent material drying on nozzle. Place nozzle in the upright position, invert can, pointing the top straight down. Spray onto a disposable surface until no texture sprays out.

8 STORE

90° F
40° F

STORE adjust spray angle to starting position and re-lock using tab.

DAP SPRAY TEXTURE

Spray Texture packaging has been designed to be bold on shelf, align with industry color palette & highlight performance advantages.

Secondary Packaging Ship Case:

- High quality, lithographic print: enlarged DAP logo, bold texture formula callout

- Color-coded and project banners to simplify shopping experience

- Live QR code to educate users on features & benefits, tips & tricks etc. claim "AIM TECH" prominently displayed to highlight differentiation on shelf

DAP® ON THE JOB SINCE 1865™

LAUNCH SUPPORT

Texture Repair

THANK YOU!

PRODUCT MANAGEMENT

Raquel Beckett

Rbeckett@dap.com