

RUST-OLEUM MAKES IT ON TV

'Make It Yours' is the message from [Rust-Oleum](#) as it airs its latest UK television ads this September, inviting viewers to upcycle, recycle or revamp tired furniture and other items with its marketing leading spray and brush paints.

The adverts will feature Rust-Oleum's new 'Make It Yours' branding and will run across multiple channels showcasing the range of Rust-Oleum products available. Each product will be aligned with a suggested painted project, with the images and branding emulated across an updated company website.

Rust-Oleum's TV campaign will run in conjunction with increased PR and social media support to further raise awareness of the brand, driving sales through its distribution partners which include B&Q, Homebase and respected independent DIY stores.

Paul Waller, Rust-Oleum's UK Brand Director, said: "The TV campaign has been strategically designed to directly target our customers across the channels they watch, demonstrating projects they can connect with. 'Make It Yours' captures the essence of the Rust-Oleum brand, empowering our customers to transform items to suit their individual taste with our products."

Last year, Rust-Oleum further enhanced its range through the addition of Chalky Finish Furniture Paint, a classic, smooth touch, flat matt finish product which adds an artisan aesthetic to surfaces as well as a brand new range of craft paints available in every Homebase and B&Q store.

All Rust-Oleum products available in the UK are British made.

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About Rust-Oleum

Rust-Oleum is a household name and the number one premium brand of aerosol paints in the USA. As a UK subsidiary of Rust-Oleum, Tor Coatings manufactures and markets the Rust-Oleum range of spray paints from its purpose-built facility in County Durham. Formulated using Rust-Oleum's cutting edge spray paint technology, the products showcased in this website deliver groundbreaking functionality and performance previously unseen in the UK paint market.

For more information on Tor Coatings, please visit www.tor-coatings.com