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

Address your need for colored sealants to match your projects without sacrificing time, quality or ease of installation. The expanded Color It Right program benefits both architects and contractors for new and renovation projects – now with *even more* color choices for DOWSIL™ Brand Silicone Construction Sealants.

color it *right*
EXACT • FAST • EASY

Expand your color options

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

Catalog colors – The 60+ 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 address the requirements of your highly 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 excellent durability and performance of silicone over organic alternatives
- DOWSIL™ Brand Silicone Sealants for sustainable, long-lasting performance
- The assurance of product warranties by a brand you trust.



Architects
Design with confidence

The Color It Right program offers 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** helps ensure availability of colors for unique applications and smaller-scale projects.*

*Refer to Color It Right program details for limitations.

Contractors
Simplify and save

The 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 with fast turnaround times for both catalog and custom colors.*
- **Simplify sealant installation and save money and time** – Factory-pigmented, one-part sealant helps ensure hassle-free, consistent color with no batch-to-batch color variations or striations from improper mixing. Eliminating mixing saves time and labor costs.



DOWSIL™

Get exactly what you need with the Color It Right program with sealants supplied in convenient sausage packaging.

Color It Right process

Catalog colors – Simply select from the 60+ colors available in the Dow color catalog and place your order.



Custom colors – Submit a sample using the Color It Right form. Following your approval, place your sealant order with your distributor.



Quantity pricing discounts

Low, two-case minimum quantities are available (except as noted at right), 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 SM 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.**

color it *right*
EXACT • FAST • EASY

For more information

Learn more about the full range of Dow Building Science offerings, including products, service and support, at **dow.com/buildingscience**.

Dow has sales offices, manufacturing sites, and science and technology laboratories around the globe. Find local contact information at **dow.com/contactus**.

For ordering information, please contact:

Dow Building Science website:
dow.com/buildingscience

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@DowBScience

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