



FOR IMMEDIATE RELEASE

CONTACT: Ann Claire Pahlavi

PHONE: 310-864-6620

EMAIL: press@annclairemedia.com

REVOLUTIONARY ITALIAN THERMAL PAINT BRAND BISATEN™ NOW AVAILABLE IN US

Ultra-Stylish, Premium Quality “Green” Interior Product Unrivaled In Capabilities

Nashville, TN, April 23, 2020 --- Bisaten™ and its parent company, GDM, have been renowned for its consistent innovation in paint products all over Europe for many years. The family-owned company, based in Sicily, is now bringing its most advanced formula ever to North America. **The only water-based paint and primer in the world that provides a thermo barrier, saving homeowners and businesses 26% on heating and cooling costs by inhibiting heat and cool air loss through walls and ceilings.** It is also anti-mold (preventing re-growth), antimicrobial, effective against Covid-19, and anti-condensation.

This smooth, extra-durable and easy-to-apply paint is patented and formulated with 3M technology for the most reliable, seamless experience for professional painters, contractors and DIY enthusiasts. In response to the needs of our planet and the health and safety of humans and animals, it is completely non-toxic, free of volatile organic compounds, washable with soap and water and packaged in recyclable containers. This unique yet affordable insulating product is available in a range of gorgeous colors inspired by the stunning Italian countryside and coastline.

Bisaten™ is manufactured on site at the company’s facility in Sicily, utilizing premium raw materials including chalk mined from a cave the family has owned for 100 years. Four generations of the Di Maria family have led the business since 1925, and their brand has become synonymous with integrity, pride, strong core values and community integration. Bisaten™ Thermal Paint & Primer is literally a dream come true for smart consumers seeking to match practicality with beautiful interiors. It is now [available to order](#) and will soon be carried in major hardware chains across the country.

AnnClaire Media, LLC is a full-service PR, branding and content agency based in Tennessee.

#

For more information or samples, please visit www.bisaten.us and contact us by phone or email.