

PAIN TLINES

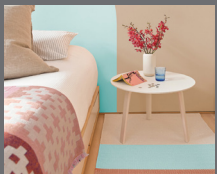
WINTER 2021 | VOLUME 1 | ISSUE 1 | DEALER EDITION



In this issue:



New in-store signage



Palette of the Year



New product PPG ULTRALAST™ Interior Paint + Primer

PPG friends and partners,

You've been asking, and we've been listening – PaintLines is back and better than ever! It's brought to you by Architectural Coatings, and in it we are excited to share the latest information on innovative new products, technological advances, stunning color trends and more every issue. Because at PPG, we are committed to partnering with independent dealers and helping you succeed every day.

After this past year, it has never been more important to find new ways to operate and thrive in the coatings industry. We are proud of all of our independent dealers for adapting to challenging circumstances, and as we begin 2021, we look forward to a brighter year filled with new opportunities.

Thank you for your continued trust, and we hope you enjoy the first of many Architectural Coatings PaintLines issues to come.

Todd Gatesy

**Director of Sales, US Dealer
Architectural Coatings**

2021 Palette of the Year Tells Us to Be Well

Simplicity. Restfulness. Comfort. The 2021 Palette of the Year is a return to normal after a year that has been anything but normal. With mental and physical well-being becoming more important than ever, we know that consumers are craving simple comforts and a slowed down lifestyle. Emulating both the optimism felt in nature and soothing nostalgia, the PPG 2021 Palette of the Year "Be Well" brings gorgeous hues of Big Cypress, Transcend, and Misty Aqua. Read more inside.



Trade Shows

All Pro Spring Show 2021

March 9 – March 12, 2021
Virtual show

National Hardware Show

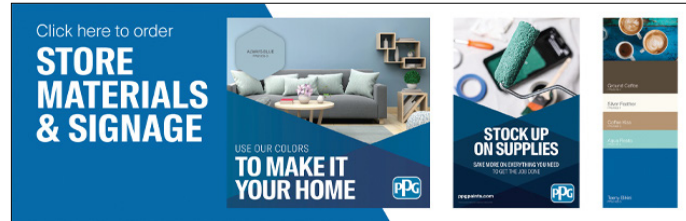
May 11- May 13, 2021
Las Vegas, Nevada

Marketing Hub Highlights

Sign me up

Let's take your store to the next level with the help of the Marketing Hub. Did you know ordering in-store signage is only a few clicks away?

[Order store materials and signage today.](#)

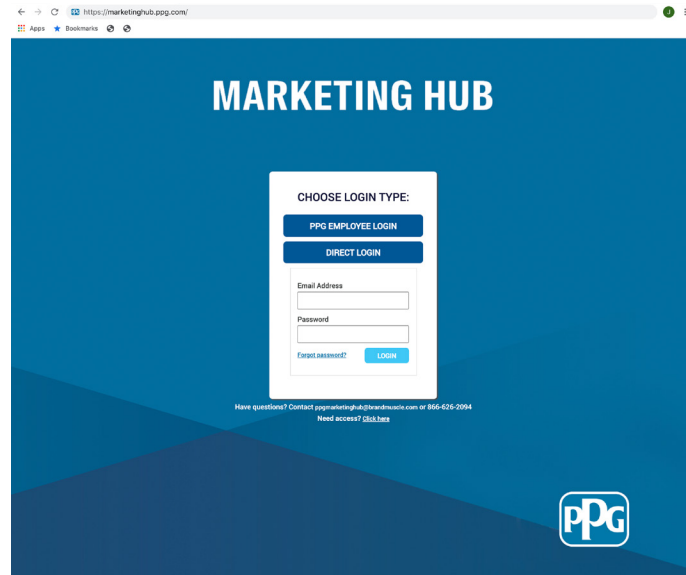


DIY has never been easier

Marketing Hub now has a PPG brand customizable sell sheet. This sell sheet lets you choose from over 70 products in 5 different product categories. Build and customize to fit all your customers' unique needs.



[Download directions to build your custom sell sheets.](#)



[Visit the Marketing Hub today.](#)

All the benefits of eDealer

Order 24 hours a day, 7 days per week with eDealer

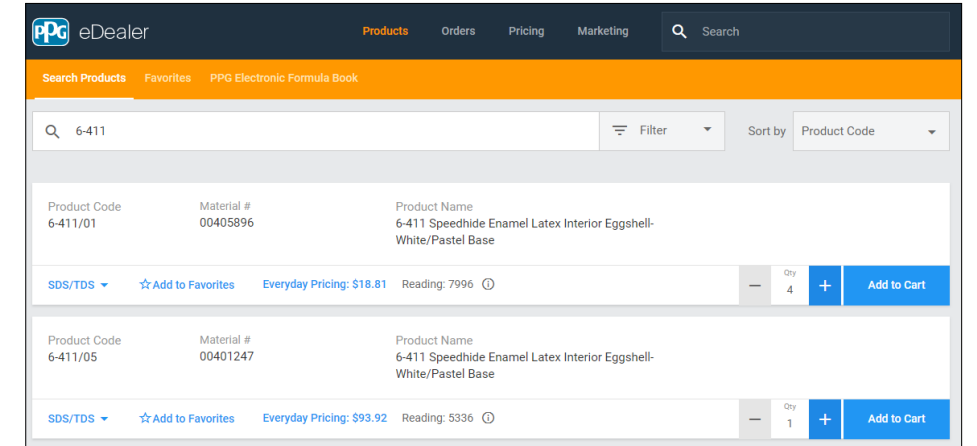
Features:

- Real-time inventory at the warehouse
- Pricing and job quotes
- Promos and trainings
- Business Development Funds

Abilities:

- Track and print invoices, credits, debits, and returns
- Track your shipments
- Manage access to employees and other users in the store
- Track your up-to-date yearly spend

www.ppgdealer.com



Search Engine Optimization (SEO)

Quick tips for optimizing your Google Business SEO

1. Fill out every available field

Whether type of payments accepted or hours – everything should be filled out as clearly and completely as possible.

2. Answer every review and every question

Active Google My Business accounts that respond in a positive manner toward customers are rewarded.

3. Show as many photos as possible of what you sell and how you sell it

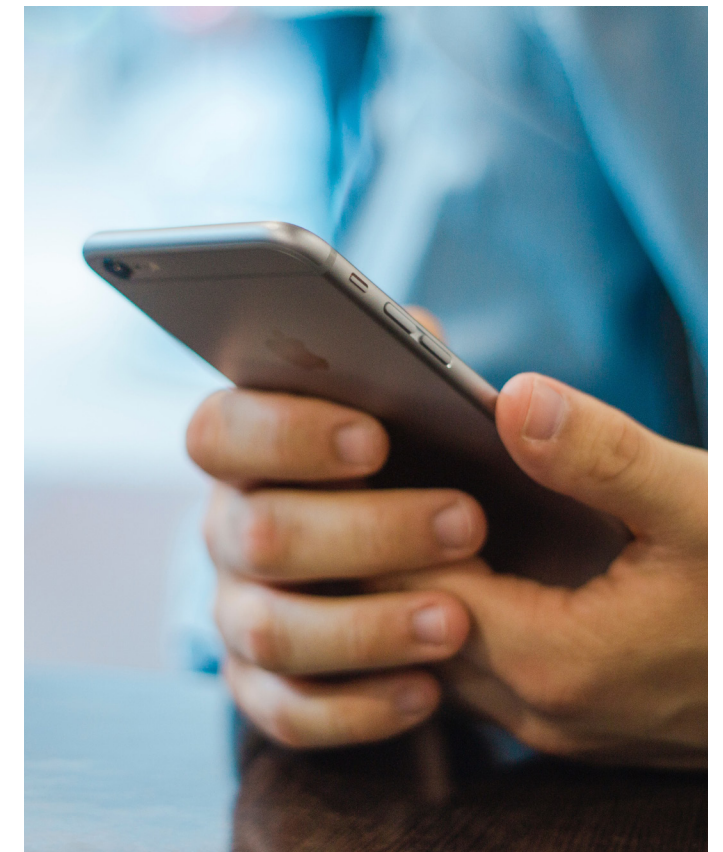
Beyond the images of the exterior of your business, make sure you also have lots of images of happy employees working with customers and suggesting colors and products, etc. The more you show images of satisfying customer service in partnership with good reviews on your page, the better.

4. Link to your main webpage, and have that page link to your location page

Proper location optimization goes both ways. Link to your site and let your site link to your location page.

5. Be active

You can post text updates, image updates, coupons, sales, and more directly into Google using the Posts functionality of Google My Business.



Spring Buy 2021

Be on the lookout for our upcoming Spring Buy Promotion. Contact your sales rep for more information.



 **Painting outside the lines**

2021 Palette of the Year: Serenity in Any Space

Softened hues serve as a refresh for the over-stimulated, weary consumer.

Our first-ever Paint Color Palette of the Year showcases natural hues that are comforting, compassionate and optimistic. The main color trio celebrates beauty of all kinds and relates to those who prioritize wellness in mind, body and spirit. With mindfulness front and center, this nurturing paint color palette allows consumers to make space for support, relief and joy.

Transcend: A Warm Beige

This mid-tone oatmeal-colored hue draws on earthy influences and nostalgia. The antidote to an era of cool greys, this cozy neutral beige emulates the feeling of a warm latte on a cool morning or warm sand on a sunny summer day.



Transcend
PPG1079-4

Big Cypress: A Comforting Hue

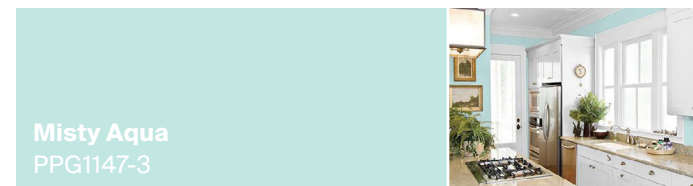
Big Cypress, a shaded ginger with persimmon undertones, is the equivalent of a big, comforting hug for your home. Inspired by nature, it emits the calm, grounding feel customers need.



Big Cypress
PPG1062-5

Misty Aqua: A Soft Splash Of Joy

This watercolor cerulean blue provides an unexpected spring of freshness against the other warm, earthy tones. Reminiscent of a cool breeze or flowing water, it elicits a feeling of openness that is key to mindfulness.



Misty Aqua
PPG1147-3

Colors you see here digitally may vary from what you paint on your surface. For a more accurate color representation, view a color swatch or a paint color sample in the space you wish to paint.

As the world experiences events that cause unrest, anxiety and grief, compassionate colors that provide a personal retreat act like comfort foods. Offering familiarity and normalcy. This organic and hopeful palette gives the world what it is looking for – simplicity and restfulness.

[See the full Be Well palette here.](#)

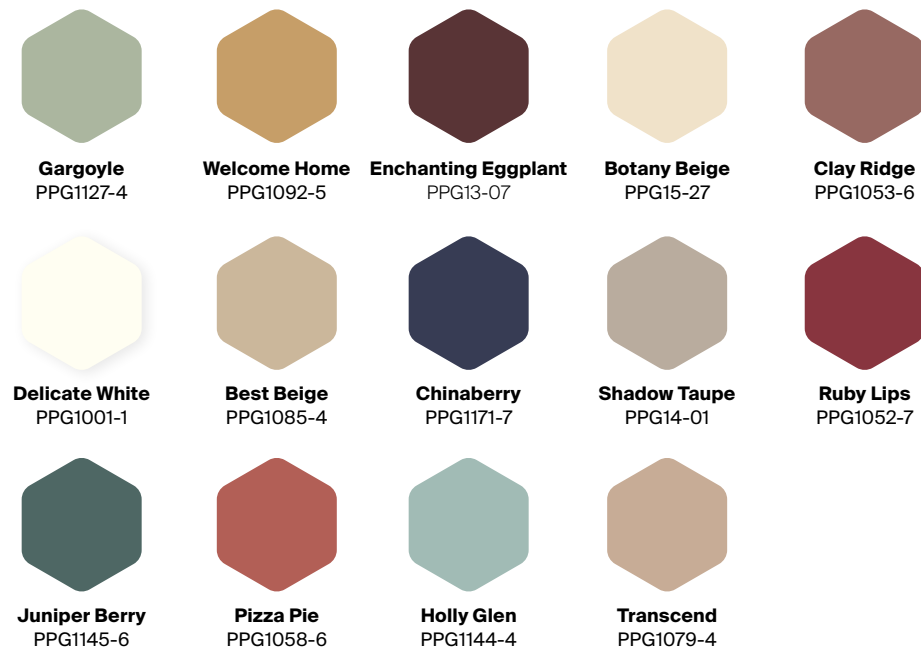


Walls: **TRANSCEND**,
Curtain and Blanket:
COOL CONCRETE,
Pillow: **BIG CYPRESS**,
Sofa: **HELIOTROPE**

Additional 2021 Color Stories

Be True: Anchoring Reality

This palette celebrates authenticity and connection by imitating an artisan's craft by layering vintage-inspired colors with recycled and contemporary touches. The palette is a mixture of organic and heritage influences with warm, earthy tones combined with jewel box hues. Enchanting Eggplant, a rich maroon with chocolate undertones, grounds the palette alongside Gargoyle, a glass-bottle green, and Transcend.



Be Wild: Activating Optimism

A mood-boosting combination of colors, these hues are a celebratory expression of individuality and reclaiming power. Included in the playful, expressive and creative palette is PPG's Transcend, which brings an earthy element, French Lilac, an unexpected periwinkle, and Mediterranean Blue, a marine aqua-blue with a deep-water undertone.



2021 Global Color Trends Forecast

PPG customers in all business sectors rely on the forecast for new products and color specifications in the architectural, aerospace, automotive and consumer electronics industries. Our 2021 colors are brought to life through three trend stories, each nestled within the overarching theme of Transcend.

[Learn more about the 2021 Global Color Trends Forecast here.](#)

[Order the Color Trends brochure today.](#)



60-30-10 Rule

This design principle calls for 60% of a room being the dominant color, 30% as the secondary color, and 10% as the accent color.

Perfect Pairings

Transcend, Big Cypress and Misty Aqua pair well with greenery, blonde or natural brown-toned woods.

A Touch of Texture

Layer texture in any room in the form of rattan, linen, velvet and woven textiles like pillows, blankets and rugs.

 Fresh coat

DEALER EDITION



PPG ULTRALAST™ Interior Paint + Primer

Backed by 135 years of coatings expertise, PPG UltraLast Interior Paint + Primer delivers unprecedented washability that sets a new standard for super-premium interior paints. Proprietary **CLEAN-SURFACE TECHNOLOGY™** is a powerful integration of automotive and industrial coatings technology that delivers easy removal of stains and scuffs, as well as exceptional resistance to color loss and gloss change – in any finish and color. Choose PPG UltraLast paint to keep walls looking clean and fresh until it is time to change the color.

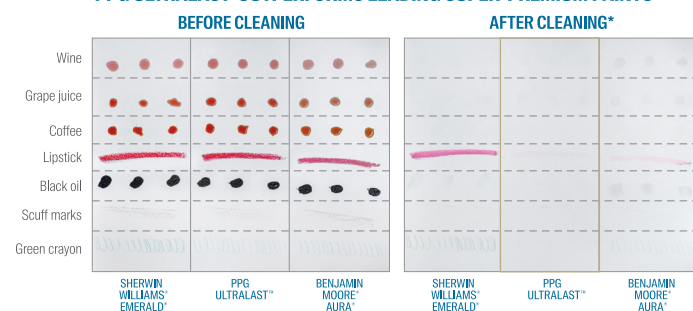
Features and Benefits

- Long-lasting freshly painted look
- Repels the most difficult stains and is resistant to stains and deterioration caused by mildew
- Highly resistant to scuffs and abrasion
- Easy stain removal reduces need for abrasive cleaners or sponges
- Exceptionally durable in low-sheen finishes and all colors – no need to compromise
- Engineered for unmatched washability for easy upkeep in high-traffic areas
- Premium hide, smooth finish and easy application

Ideal Applications

- Retail
- Restaurants
- Education
- Multi-family living
- Office spaces
- Homes (including kitchens, bathrooms, kids' bedrooms, living rooms and hallways)

PPG ULTRALAST OUTPERFORMS LEADING SUPER-PREMIUM PAINTS



*Panels were cleaned by professional painters in field testing. Paints were untinted white bases.

New Formula: OLYMPIC® WATERGUARD® Waterproofing Clear Sealers

New Olympic WaterGuard Clear Sealant will be released to U.S. Dealers for the 2021 season. For more information about Olympic WaterGuard Waterproofing Clear Sealers, visit olympic.com or download the sell sheets below.

Features and Benefits:

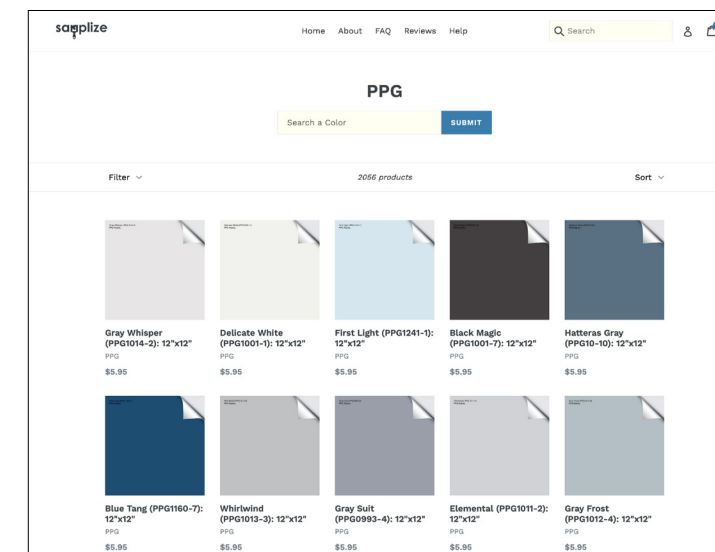
- Improved Waterbeading
- Penetrates and protects against water damage
- Provides a mildew resistant coating
- Easy clean-up with water and soap

[Download
sell sheet.](#)

[Download
sell sheet.](#)

PPG Partners with Samplize®

Samplize is now providing peel and stick paint samples in all 2,000+ PPG colors. The 12" by 12" samples are produced with two coats of PPG product in an eggshell sheen. These samples have an adhesive back that is non-damaging to the wall and provide color accuracy due to the real paint product being applied. Simple application with no painting or clean up, these peel and stick samples do not waste material and do not require storage. They display how the color will truly look on the wall and are able to wrap around corners and show the underlying wall texture. A great resource for your customers, these samples can be found by clicking on your choice of color at <https://shop.samplize.com/collections/ppg>.



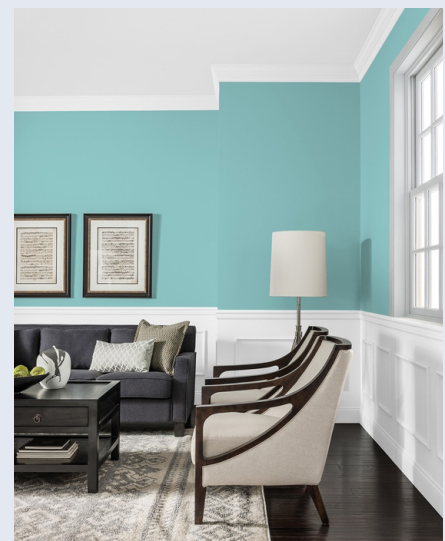
DEALER EDITION



The GLIDDEN® brand chooses first-ever Accent Color of the Year for 2021

Glidden paint did not choose a Color of the Year - again! Instead, and for the first time ever, Glidden paint has selected Aqua Fiesta (PPG1147-4) as the Accent Color of the Year for 2021.

A cheerful and fresh aquamarine color that looks great in a bedroom, Aqua Fiesta works well with 2020 color, Whirlwind, for a spa-like feel.





Everything You Wanted to Know about PPG ULTRALAST™ Interior Paint + Primer

If you can use **PPG UltraLast** paint on a door/trim, why can't you use it on cabinets?

While *PPG UltraLast* paint is great for doors and trim (particularly the semi-gloss sheen), it was not built for use on cabinets. For cabinets, the recommended product would be PPG BREAK-THROUGH!® Interior/Exterior WB Acrylic.

Why does the **PPG UltraLast** flat paint have a pronounced sheen, specifically angular sheen?

PPG UltraLast paint is actually available in a Matte, not a Flat sheen. The matte, eggshell, and semi-gloss sheens all fall within the standard MPI® sheen categories. The matte is a Gloss 2 Finish.

Does **PPG UltraLast** paint have any MPI or GreenGuard certifications?

PPG UltraLast does not have any third-party testing or certifications. If a project requires MPI or GreenGuard certifications, consider **PPG MANOR HALL**® interior paint as an alternative option.

Does **PPG UltraLast** paint provide exceptional stain resistance or stain removal?

It offers both. *PPG UltraLast* paint incorporates **CLEAN-SURFACE TECHNOLOGY**™ which prevents stains from penetrating the film and results in an easy cleaning experience. Other paints allow more of a stain to be absorbed into the surface.

Benefits like washability and stain resistance really help out the homeowner, but how can we sell this to the painter also?

Washability and stain resistance are the most important benefits to a painter's customers, so it reflects well on the painter when he/she delivers a finish that keeps its freshly painted look. A long-lasting, highly washable finish is likely to lead to referrals. *PPG UltraLast* paint also delivers the application benefits that are key to a painter: excellent hiding, coverage, and the smooth finish customers expect of a super-premium paint. *PPG UltraLast* paint was built for washability and stain resistance but delivers super premium quality across all major paint attributes.

Where can I find product and selling collateral for **PPG UltraLast** paint?

PPG UltraLast paint product and selling materials such as sell sheets, brochures, demo videos and more can be found on the Marketing Hub at marketinghub.ppg.com.



Have a question? Submit it to dealershoutout@ppg.com and we may feature it in a future Paint Doctor.



We protect and
beautify the world

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