

PAIN TLINES

SPRING 2021 | VOLUME 1 | ISSUE 2 | DEALER EDITION



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Product highlight: PPG BREAK-THROUGH!®



eDealer Interview with Roberts Decorator Supply

PPG friends and partners,

Spring is here with new challenges and new opportunities.

As we continue to work together, we are committed to keeping you up to date on the latest information from PPG. We hope you find this issue useful with information on popular products, new color tools, interesting ways to use Business Development funds and more! We even have a special Q&A with one of our dealers all about the convenience of eDealer.

As always, thank you for your partnership.

Todd Gatesy

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

PPG FORMULAPRO® Tinting System

World-class technology. Bright vibrant tints.

The PPG FormulaPRO Tinting System powered by PPG VOICE OF COLOUR® enables consistent and accurate color matching with high-hiding pigments. This single platform color management software is simple and intuitive for faster tinting and integrated with the dispenser. [Learn more about the features and benefits.](#)

Key Features

- Formula look-up (PPG verified colors)
- Custom color matching (spectrophotometer)
- Competitor color matching (reflectance readings)
- Color correction and adjustment
- Customer color formulation file retention/tint history and retrieval
- Interface between color matching station and tint dispensers
- Bar code scanning verification
- QR code scanning for quick customer and formula retrieval

Key Benefits

- Reduction in mistints and increase in RFT tinting and improved store-to-store consistency compared to past systems
- Reduces potential for key-entry errors
- Prevents selection of wrong product and/or size to prevent mistints



Trade Show

National Hardware Show

October 21-23, 2021 (Rescheduled)
Las Vegas, Nevada

Business Development Funds Best Uses

PPG Premier Authorized Dealer, Kasparian Paint Center, organized a store reset using BDF. PPG provided design services from their internal stores construction and design team to help lay out the store with new shelving, signage, displays and equipment. They re-racked the entire warehouse, as well as added auto lid closers and a whole conveyor system for the autotinter. Check out the [Marketing Hub](#) and see the results for yourself!



- Abrasive
- Aerosols
- All Purpose Tools
- Applicators & Accessories
- Caulking
- Cleaning Supplies
- Clearance
- Customer Carry Out
- Deal of the Week
- Deck Products
- Drop Cloths
- Drywall Tools
- Exterior
- Exterior Stains
- Face Finishing
- Featured Products
- Floor Applicators
- Hand Trucks
- Interior
- Interior Stains
- Interior Wood Finishes
- Ladders
- Manager's Special
- Masking Supplies
- New Products
- Painter's Apparel
- Patching Supplies
- Primers & Sealers
- Protective Sheeting
- Rags
- Safety
- Sale
- Solvents & Removers
- Spray Equipment
- Wallcovering Supplies



Great Uses for BDF: The Marketing Hub

- Sell sheets
- Co-branded business cards
- Posters
- Store materials and signage
- Counter mats

Marketing Hub Highlight

Let's get social

With over 15 social media posts ready to go on the Marketing Hub, creating a social post has never been easier! Simply download the image and copy and paste the description.

[Get started now!](#)



Announcing PPG 2021 Color Palette of the Year - Social Media Post

PPG 2021 Color Trends Facebook Cover

2021 Palette of the Year Imagery for Social Media

Learn how PPG Global Color Experts Forecast the 2021 Global Color

2021 Paint Supplies Catalog

PPG has everything your customers need to complete their paint projects in a professional way. We carry a wide variety of high quality painting supplies and equipment for every step of the job – preparation, safety, application and clean up.

[See our 2021 Paint Supplies Catalog here to learn more.](#)



 Fresh coat

PPG BREAK-THROUGH!®

Trim, door and cabinetry enamel

The new PPG Break-Through! low-VOC product line has arrived! This durable product line is ideal for trim and cabinetry, shelving, fixtures and railings, concrete floor markings, and more. We've added a new, semi-gloss sheen to the line as well as quart containers, which are critical for a successful trim and door paint line. PPG Break-Through! is able to accommodate large and small projects, and we know customers will love the convenience and the look.

This ultra-durable, multi-use waterborne acrylic has high performance with features that include fast-block, fast-dry, flow and leveling, and adhesion.

PPG Break-Through! 50 LOW VOC Key Benefits

- Excellent adhesion
- Self-priming on the most difficult substrates, including vinyl and architectural plastics, ceramic tile, fiberglass, and laminate
- Outstanding early block resistance
- Very quick dry
- Very good hardness



PPG ACRI-SHIELD® MAX

Exterior latex relaunch

PPG is also relaunching our PPG Acri-Shield Max Exterior Latex coating that delivers exceptional coverage and hide. This paint and primer in one is urethane fortified for enhanced durability – made for painted wood, preprimed and unprimed hardboard, masonry, fiber cement board, weathered aluminum, weathered vinyl siding, and metal.

PPG Acri-Shield Max Exterior Latex Key Benefits

- 7 Year PPG PORTERSEPT® Mildew Proof Warranty
- Excellent brush, roll and spray characteristics
- Early moisture resistance
- Application down to 35°F (2°C)
- Excellent flash rust resistance
- Excellent dirt pick-up resistance



NEW PPG Color Tools

PPG is the choice for color – and we have the tools to prove it.

Color Brochures

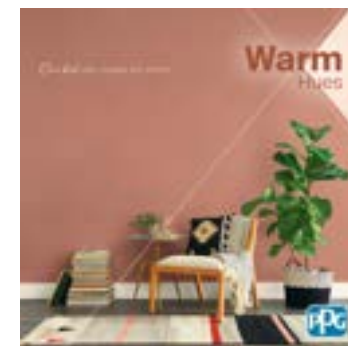
Our new cohesive collection of color brochures will soon be available to order, along with previous brochures such as Annual Trends, Harmony and Metallic Tones. These brochures are the direct result of a 2020 survey about PPG color tools, and we included a team of trade sales reps in the review process to ensure we were creating the most impactful and sellable color brochures.

These new brochures have a more premium look and feel, including a soft touch coating on the covers. The large, inspirational cover images invite the shopper over to the color display. Even the back of the brochure is working harder for us. The useful and easy to understand color tips ensure the customer feels confident in their color choice.

The new Core Cards will include Whites, Neutrals, Interior, Cool Hues, Warm Hues and Exterior. You will also have the option to choose between Modern Farmhouse, Room to Room Transitions, Annual Trends, Harmony Collection and the Metallic Tones for the remaining two spots on your display.

Brochure Benefits

- Brand new, big stylish beauty images with a lived-in feel
- Bigger color chips, chipped not printed color
- More selection of color chips
- Top colors that lead to conversion
- Color name, color number, rack ID
- New, exclusive colors
- Sheen guide



Trend Color Backer Card

Our next color tool fits in both the VOC display and the GLIDDEN® color centers. This backer card slides behind the plastic holder for any stripe card on the VOC display and showcases our annual trend colors. Place this backer card behind the stripe card for the color of the year.



QR Code Digital Color Danglers

Any in-store color center will want our QR code digital color danglers. These have been designed to help drive consumers, at shelf, to all of the additional color tools we offer on PPGPaints.com. The QR code leads to a brand new landing page on PPGPaints.com that has all the digital color tools available to assist with color selection.



Be on the lookout for communications when each new card can be ordered.



eDealer Interview with Roberts Decorator Supply, PPG Premier Authorized Dealer

How long have you been using eDealer?

When we became a Premier Authorized Dealer, PPG suggested that all orders be placed on eDealer. We have been using it ever since! Overall, we are very pleased with the results.

What advice would you give someone that is hesitant to use the tool?

eDealer is easy to use. It shows pricing when ordering as well as the availability of the products. With it, I can help my customers plan their jobs to coordinate when the material will arrive.

What are your favorite features?

The ability to show pricing, quotes and availability and the ability to file co-op expenses.

How does eDealer help your business?

The convenience of quickly placing an order or checking prices is invaluable.

How often do you use the tool?

Daily!

What percentage of orders do you place through eDealer?

99% – I rarely call in orders anymore. But I will call to follow-up after I place a will-call order.

[See these features for yourself at www.ppgdealer.com.](http://www.ppgdealer.com)

Roberts Decorator Supply Staff

Mike Goolsby, Owner

(Back Left)

John Goolsby, Manager – Sherman Location

(Front Left)

Wes Johnson

(Back Middle)

Kristie Dodd, Manager – Greenville Location

(Front Middle)

Rick Giannoni, Outside Salesperson

(Right)



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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