

PPG DEALER-EXCLUSIVE LINE-UP FAQs

Q: WHY IS PPG PROVIDING DEALER PARTNERS AN EXCLUSIVE LINE-UP OF PPG PRODUCTS?

A: PPG continuously evaluates our portfolio of products and our brands to ensure we are competitive in the marketplace and are providing mutual value to our customers. PPG is our flagship brand, and the dealer business is very important to PPG. We have a unique opportunity to offer dealers the best of both worlds – a national brand and exclusive products.

Q: WHAT PRODUCTS ARE PART OF THE NEW DEALER-EXCLUSIVE LINE-UP?

A: PPG MANOR HALL® Interior*, PPG *Manor Hall* Exterior, PPG WONDER-TONES® Interior, PPG WEATHER KING® Exterior, and PPG ULTRA-HIDE® Interior**

Q: PPG WONDER-TONES AND PPG WEATHER KING WERE ALREADY DEALER-EXCLUSIVE PRODUCTS UNDER THE PPG PITTSBURGH PAINTS® BRAND. DID YOU IMPROVE THE FORMULAS?

A: *PPG Wonder-Tones* is an improved formula that requires you to carry less skus. We shifted from a four base system to a three base system for this product. *PPG Weather King* is the same formula that you know and trust.

Q: WILL DEALERS CONTINUE TO HAVE ACCESS TO NON-EXCLUSIVE PPG SUB-BRANDS?

A: Yes, dealers will still have access to non-exclusive sub-brands, like PPG SPEEDHIDE®, PPG BREAK-THROUGH!®, PPG COPPER ARMOR™, PPG ULTRALAST™, and more.

Q: WHAT IS THE LAUNCH TIMING FOR THE PPG DEALER-EXCLUSIVE LINE-UP?

A: We are targeting Spring 2022. The estimated in-DC date is Spring 2022.

Q: WHICH FORMULA PLATFORM IS THE NEW LINE-UP COMPATIBLE WITH?

A: The new PPG line-up is compatible with FORMULA PRO colorants.

Q: WHERE CAN I FIND A LIST OF SKUS FOR THE PPG MANOR HALL, WONDER-TONES, WEATHER KING, AND ULTRA-HIDE PRODUCTS?

A: A comprehensive list of skus was provided in your launch kit and is also available on the MARKETING HUB.

Q: HOW IS PPG MARKETING THE NEW LINE-UP?

A: One of the great things about this new line-up is that it offers the best of both worlds – a national brand and exclusive products. There is a 360° plan in place to support the PPG brand, inclusive of the new dealer-exclusive line-up. Pillars of the plan include:

- Paid Media
- Paid Search
- In-Store Merchandising
- Brand Activation & Public Relations
- Organic Social
- Email
- Trade Publications
- Paint & Decorator Publications
- Ready-to-Run Ads & Social Posts
- Improved E-Comm content on ppgpaints.com

PLEASE REACH OUT TO YOUR LOCAL REP IF YOU HAVE QUESTIONS.

*Phased exit from PPG company-owned stores

**Phased exit of ULTRA-HIDE branded products from THE HOME DEPOT

