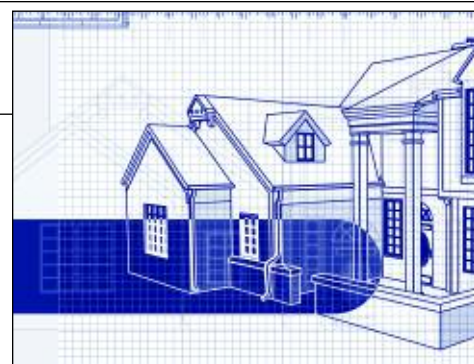


Builder Foundations



Don't overlook the New Home Construction segment as an opportunity for paint sales. Even though the market is forecasted to experience continued slowdown, down markets offer the best opportunity to pick up sales, as builders are looking for value. The good news is the market is expected to stabilize in the latter part of '07 with anticipated growth in '08 and '09.

Pittsburgh Paints offers builders three price point options for quality, flat wall paints that provide good touch-up in a variety of ready mix colors. Stocking and selling builders into ready mix colors for production housing enables you to efficiently provide service without additional time and cost for tinting and mismatches. You can be confident in offering products that are made in our large factory batch program which are tested to the highest PPGAC quality control standards.

Whether you offer Builder's Spec[®] Pro, Speed Finish Plus[™] or Wall Supreme[™], all three builder products are supported by sell sheets, color cards and the HomeVantage Interior Color Book which can be customized for the builder. Additionally, you may choose to offer builders other HomeVantage value added programs such as the New Home Starter Kit program. This program provides paint savings for new homeowners, incentives for the builder and an opportunity for you to achieve additional paint sales. Look for additional details about this program in the next issue of PaintLines. ★ ♣

Paint Doctor

Dear Paint Doctor: Spring and summer is the time for dampness from rains, floods and hurricanes. I hear phrases like Perm ratings, water vapor and permeability. I am confused about these terms and how they relate to buying paints.



Thank you for asking this question. These are confusing terms. When the words are bantered around, you can easily lose the sense of what is really happening in paint. So, let's start with some basics to clarify the situation.

Water is a problem: Exterior paint is exposed to the elements of wind, rain, humidity and ultraviolet light on the outside. Exterior paint films also experience escaping water vapor from inside a dwelling. Interior paints are exposed to trapped interior humidity that can come from several sources, such as humans, kitchens, bathrooms and basements.

Why is this water of concern? No one wants water vapor to be trapped within the walls of a building, as the water will rot the wood and aid in mildew and mold growth. So, how do you get rid of the water vapor?

There are 2 approaches that are both technically sound that prevent water vapor from being trapped within the walls of buildings.

The first approach is something that the builders can control. That is, to realize that vapors are gases and that means that pressure change can move the gas through the walls. If the building is created with more pressure on one side than the other side, then the gas will move to the lower pressure side.

This can be done by choosing the right construction materials. Wood, siding, insulation, brick and paint all have assigned values that are meaningful in whether the products allow vapor transport and whether you are creating a situation that moves the vapor from high to low pressure situations.

The second approach is something that the paint can influence: that is, to create a supplemental barrier to block the vapors from moving in or out of buildings and to use paints that can resist mildew and mold growth.

Terms that are used are: **permeability** and this means how much water vapor can move in and out of the material. A **perm rating** refers to the ability of the building material to block or be a barrier to the transport of water vapor. There are two types of perm tests, based on whether the water vapor passes in or out of the construction material. The thickness of the construction material or coating will affect the perm rating.

PPG has developed several coatings that are companion materials to the brick, concrete, masonry and insulation construction materials that are used in houses (Ex: PERMA-CRETE[®]). Choosing a paint that fits within the architect's plan for the passage of water vapor in or out of the home is essential to prevent the entrapped water, wood rot, and mildew situations. ★ ♣

PaintLines

A PITTSBURGH[®] PAINTS NEWSLETTER

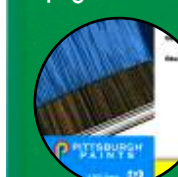
MAY/JUNE 2007 • VOLUME 11, ISSUE 2

In this issue:

Green is Everywhere
page 3



Pittsburgh Paints ProPower
page 3



Also:

- Builder Foundations
- Paint Doctor
- Media Efforts

New Color Tools for Key Influencers

The new color tools have arrived and there are many changes that will benefit top influencers – architects, interior designers and professional painters – in their important role of specifying and recommending colors for their projects. Here are your new color tools!

The New Pittsburgh Paints Fandeck

We talked to many dealers, pro painters and designers about how we could improve the fandeck. The biggest concern with the existing deck was the organization of colors. We worked with our Color Lab to determine the best way to separate the Muted colors from the Clean colors and to give the grayed-off colors



(Neutrals) their own section. The result, colors can be compared and selected more easily in the new fandeck. Following are some other changes made to the new fandeck:

2" Longer – The overall fandeck is now 2" longer than the existing deck, allowing larger chips throughout and the

last chip on the card is not as close to the pin holding the fandeck together.

Strap or No Strap – A clear, wide, detachable strap is included with each fandeck. Some interior designers said that the strap got in their way while they were looking for color; others liked the convenience of a carrying strap. It's your choice. Use as you prefer.

Off-Whites Section in Front – Gathered in the front are our most popular whites, off-whites and grays in large swatches for easy selection.

Organization – As mentioned above, the colors are now organized into three main sections: Muted, Clean and Neutral, enabling customers to easily select and compare colors.

Item #P13014/69 - Cost: \$11 - In Stock Now

Harmony Design Box

There have not been any changes to the Harmony Design Box; except, the Harmony fandeck is now available by itself. The fandeck includes all the Harmony chips that are on the Voice of Color[®] display. The Harmony colors selected are all modern colors that exist on current fabrics, tile, flooring and countertops. Organized into unique 5-color chips, the Harmony fandecks offer innovative color pairings for designers, homeowners, professional painters and custom home-



builders. This fandeck not only assists the consumer in choosing paint colors but also offers colors for flooring, furniture, countertops and window treatments. These are excellent tools to drop off at kitchen and bath, frame shops and furniture stores located near your business and will help generate color and brand awareness.

Item #P14999/69 (Harmony Design Box) - Cost: \$10

Item #P15064/69 (Harmony Fandeck) - Cost: \$6 In Stock Now

Palette-at-a-Glance

The best-loved tool by interior designers and professional painters! The Palette-at-a-Glance offers the complete fandeck in an easy to view, spiral-bound book. Organized by color family, and then further divided into Clean, Muted and Neutral sections, this book has become the best color specification tool on the market.



New this year:

- Larger samples of colors.
- Off-Whites section at the beginning.
- Organized same as the fandeck into Clean, Muted and Neutral sections within each color family.

Item #P13016/69 - Cost: \$35 - In Stock Now

Portable Designer Case

When designers are heading out to a job, they need samples to show their clients; whether it's fabric, tile, flooring or paint. The Portable Designer Case provides designers with the full fandeck of colors (1,890 colors) in large 4" x 4" samples.



Organized numerically with easy-to-read tabs, the designer can go quickly from the fandeck or Palette-at-a-Glance to the large samples. The case includes:

- 4" x 4" samples of all 1,890 Pittsburgh Paints colors.
- The new Pittsburgh Paints fandeck.
- The Voice of Color Harmony fandeck (260 colors on unique 5-color chips that offer modern, classic and inventive color pairings for designers).
- Book marks so the designer can hold their space while they find other colors.
- Materials cube – for the designer to use to re-order chips, paper, pencil, tape and extra business cards.

Item #P14049/69 - Cost: \$122 - Available August 30th

Architect and Designer Binder Library Set



Our architect box of large samples - what many have called the "bowling ball" - is gone! This is another tool which we received lots of input on how to make better. The

main concern was the cross-reference color numbering system. The new large sample set consists of binders with larger samples and is organized by the color number in the fandeck. The Library Set consists of:

- 5 binders - each organized into numerical sections: Section 100, 200, 300, 400, 500. (Ex: color number 213-3 would be in binder 200; color number 417-7 would be in binder 400.)
- Larger samples – 8" x 4" samples of all 1,890 colors.
- Palette-at-a-Glance is included in this set. We encourage the architects and designers receiving this set to keep the binders in the library and use the Palette-at-a-Glance as their desk color reference.
- Book marks to use as color space keepers when looking for multiple colors.
- Book ends to use on shelf.
- Pittsburgh Paints Fandeck.
- Voice of Color Harmony Fandeck.

Item #P13015/69 - Cost: \$265 - Available July 1st

Pro Painter Color Leave Behind Tool Box

This box contains 10 Harmony Design Boxes, 50 "Choosing Colors for Your Home" brochures and 50 Pittsburgh Paints brand brochures. This tool box offers the professional painter a great calling card to his customers. They can choose to leave behind the Harmony fandeck or the Choosing Color brochure and become a color resource for their customer. These tools can help to differentiate the painter in his or her market. They can attach their business card to the fandeck or brochure.

Item #P15887/69 - Cost: \$50 - In Stock Now

Painter Portfolio Bag

The Painter Portfolio is an easy to carry, zippered briefcase with an adjustable shoulder strap that contains innovative color tools to assist the homeowner in selecting the perfect color palette. The bag includes:

- The Voice of Color-Color Collections - a permanent set of eight Harmony Collection brochures and four color card collections; plus, extra brochures and color cards to leave behind with the homeowner.
- Visions-at-a-Glance - software that the homeowner can use to "virtually" paint digital photos of their home without completely painting a room.
- Color Sense Game CD - an engaging group of questions that uncovers personality and interests to reveal a Harmony Collection™ family. Also available in paper version or online at www.voiceofcolor.com.



- The Voice of Color Palette-at-a-Glance – arranges the entire Voice of Color palette by color family in a spiral bound book providing an easy way for homeowners to view many colors at one time.
- The Voice of Color Harmony Collection Fan Deck - This fandeck demonstrates the 60:30:10 decorating rule which displays five colors combinations and easy to use accent solutions.
- The Voice of Color Whispers of White Fan Deck - The Whispers of White fandeck provides over 80 white and off-white hues categorized by quiet neutrals, frosted whites, and muted grays.
- Product Brochures – Color, product and brand brochures designed as leave behinds for the homeowner.

Item #P15142/69 - Cost: \$85 - In Stock Now

Make sure your professional customers have the best color selection tools for their projects. ★🍁

Green Is Everywhere – Take Advantage of It!

It seems everyday you or someone around you is talking or hearing about the environment, air quality and its long-term impact on our health. If you live in an area where people are concerned about the environment and their health—perhaps located near a health food store, fitness center, or where hybrid cars are sold – this outdoor banner may help generate new



sales. Touting the "green" features of Pittsburgh Paints Pure Performance®, this 5' wide by 3' high banner can be hung outside your store to promote attention from the street. Striking in design, this banner will attract a new type of DIY customer into your store. This banner can be ordered through Customer Service; item #P15911/69. ★🍁

Pittsburgh Paints ProPower

In April, Pittsburgh Paints reintroduced ProPower, our residential painter support program. The April ProPower mailing included the folder/brochure which contained the following items:

- ProPower Postcard
- Program Guidelines/Enrollment Form
- Business Support Tools Order Form
- Contractor Sign Order Form (Sign 4)
- Business Card Order Form (OfficeMax)
- Customized T-Shirt Order Form (Chamberlain Marketing)
- Website Access Instructions

The ProPower program consists of three primary categories:

Member Services is a collection of marketing and business building tools for use by the professional painter which include:

- A PPG web-based referral service - currently under development
- Special discounts through Dell, Nextel/Sprint and Office Max
- ServiceMagic – a link to an external lead generation service
- Small Business Web Site Creator – a link to assist with the development of a professional website
- Merchant Express – a link to a credit card processing service which enables painters to accept credit cards from their customers

Member Resources is the communication arm of ProPower and provides information about business, safety, health and the painting industry which includes:

- The ProPower Marketing Support CD
- The ProPower website; accessed via www.ppgdealer.com

Business Support Tools are the tools that residential painters can use to promote and grow their business including:

- Yard and vehicle signs
- Business cards
- Wearables
- Presentation folders
- Product brochures
- Color tools

To register your selected residential painters, submit the ProPower Enrollment Form to the attention of "The ProPower Program" per the Enrollment Form instructions.

You will be notified once the registration is processed and completed. At this time each of your registered painters will receive a welcome packet including details on how to fully utilize the program.

In-store support materials are available to help you promote the ProPower Program. Please reference the ProPower Business Support Tools Order Form for a complete listing of items offered.

In addition to in-store dealer materials, you can offer painters personalized ProPower items. Reference the vendor direct order forms for ordering instructions. Personalized items include:

- Yard signs & vehicle signs - Order from Sign 4
- Business cards - Order from OfficeMax
- T-shirts - Order from Chamberlain Marketing

ProPower is an excellent program to help your residential repaint customers grow their business. Please contact your Area Manager for additional ProPower information. ★🍁



MEDIA EFFORTS

We are happy to report the following Pittsburgh Paints magazine and newspaper clips from our Voice of Color media outreach for the months of March, April and May.

If you would like to receive a copy of any of these articles, please contact Dee Schlotter at 412-434-4172 or schlotter@ppg.com.

Magazines:

- METROPOLITAN HOME - May - Josette Buisson quote on color trends - Circ: 1,300,000
- METROPOLIS - April - "The Color Forecast" Circ: 51,000
- NEWPORT LIFE MAGAZINE - April/May issue - Yellow products feature - Circ: 40,000

- SAN DIEGO HOME AND GARDEN magazine - April - "Bazaar: hot finds and cool stuff" - Circ: 60,000
- COTTAGE LIVING MAGAZINE - April - "We stalked this cottage for years" and "Dear Cottage Living..." - Circ: 500,000

METROPOLITAN HOME MAGAZINE



METROPOLITAN HOME MAGAZINE



COATINGS WORLD MAGAZINE



MEDIA EFFORTS

More press hits for The Voice of Color – from consumer publications to the trade magazines.

If you are interested in providing a press kit to your local newspapers and city magazines, please contact Dee Schlotter: schlotter@ppg.com or 412-434-4172.

Newspapers:

- THE COLUMBUS DISPATCH - April 15 - "Give home modern touch with paint" Circ: 361,304
- PITTSBURGH POST-GAZETTE - April 28 - "Beechwood Beauty" Circ: 240,930
- IDAHO STATESMAN - March 28 - "Bring your house into the 21st century with new paint" Circ: 76,245
- BELLEVILLE NEWS-DEMOCRAT - March 31 - "The future is earth tones" Circ: 54,255
- SOUTH FLORIDA SUN-SENTINEL online - April 28 - "Strokes of genius from experts" Circ: 888,177
- ST. LOUIS POST DISPATCH online - March 23 - "Pink palette: It's the new red" Circ: 825,761
- RALEIGH NEWS & OBSERVER online - February 20 - "Innovative tools for sampling hues" Circ: 672,71
- TENNESSEAN ONLINE - March 19 - "Bold black and white are back in vogue" Circ: 522,075
- THE STATE online - March 17 - "Time to view some hues" Circ: 293,191
- MYRTLE BEACH SUN NEWS online - March 31 - "Paint for 2028" Circ: 197,570
- BRADENTON HERALD online - March 4 - "Innovative tools for sampling hues" Circ: 170,763
- ROCK HILL HERALD online - February 20 - "Innovative tools for sampling hues" Circ: 116,585
- WILKES-BARRE TIMES LEADER online - March 24 - "Update your house with new paint" Circ: 132,86
- COLUMBIA DAILY TRIBUNE online - April 20 - "Home-grown greening" Circ: 20,000



METROPOLIS MAGAZINE

METROPOLITAN HOME MAGAZINE



MEDIA EFFORTS

Pittsburgh® Paints Brings Color to Life in Nova Scotia, Canada

On Tuesday, April 17, Pittsburgh Paints partnered with Central Building Supplies to bring color to life in Nova Scotia, Canada. A capacity crowd of more than 250 guests were on hand at Membertou Trade and Convention Center in Sydney, Nova Scotia. Another 250 guests were present at the Keating Millennium Centre in Antigonish, Nova Scotia, on

Wednesday, April 18, as Pittsburgh Paints' color expert Ruthanne Hanlon spoke about Emerging Color Trends for 2007 and 2008.

During the course of these events a number of guests won exciting prizes including \$350 gift cards from Central Building Supplies and one lucky winner won a weekend getaway at Keltic Quay Resort!

In addition, each guest received a gift bag from Pittsburgh Paints and Central Building Supplies valued at over \$50. The entire proceeds from both events were donated to the Atlantic Chapter of the Canadian Breast Cancer Foundation.



MEDIA EFFORTS

PPG Brings Colour to Life in Sydney!



PPG interior designer & colour expert, Ruthanne Hanlon, presents Confluence: Emerging Colour Trends for 2007/08 to a capacity crowd.

Flanked by PPG's Terry Mulock on her left, and Central's Sydney Store Manager, Greg Burton, on her right, Joy MacInnis accepts a donation of Two Thousand, Five Hundred and Forty Dollars on behalf of the Atlantic Chapter of the Canadian Breast Cancer Foundation. The money was raised at PPG's Emerging Colour Trends 2007/08 Event on Tuesday, April 17th at the Membertou Trade & Convention Centre.



PPG's Terry Mulock presents Grand Prize Winner Dorothy Kaiser with a Weekend Getaway (valued at \$600) at Keltic Quay, a Canada Select 4+ Star resort on the shore of the Bras d'Or Lakes in Whyboscough.

A capacity crowd of more than 250 women were on hand at the Membertou Trade & Convention Centre on Tuesday, April 17th, as Pittsburgh Paints (PPG) and Central's Sydney store presented professional designer and colour expert, Ruthanne Hanlon.

Ms. Hanlon spoke about Emerging Colour Trends for 2007/08, and presented Confluence, Pittsburgh's new family of colours influenced by Nature and inspired by the elements of earth, wind, fire and water.

All proceeds, a total of two-thousand, five hundred & forty dollars, were donated to

the Atlantic Chapter of the Canadian Breast Cancer Foundation. On hand to accept the cheque was Joy MacInnis, a board member of the Atlantic Chapter of the CBCF.

A number of guests won exciting prizes during the course of the evening. Central Gift Cards worth \$350 each were won by Stewart Matheson, Cathy Leech and Anne Farr, all of Sydney. The evening's Grand Prize winner, Dorothy Kaiser, won a Weekend Getaway at Keltic Quay resort worth \$600.

Each guest also received a gift bag from PPG and Central valued at over \$50.

PPG Brings Colour to Life in Antigonish!



PPG Interior Designer & Colour Expert, Ruthanne Hanlon, spoke to a capacity crowd of more than 250 guests at the Millennium Centre on Wednesday, April 18th.

Pittsburgh Paints (PPG) & Central are pleased to present a cheque for five thousand, six hundred & seventy dollars to the Canadian Breast Cancer Foundation, Atlantic Chapter. From left to right: Stowell Benjamin, Central Antigonish Store Manager, Terry Mulock, PPG, Vanessa Burns-Trivett, CBCF, and Steve Smith, President & CEO of Central.



The crowd listens attentively as PPG's Ruthanne Hanlon presents Emerging Colour Trends 2007/08, Confluence. Confluence is a family of colours inspired by Earth, Wind, Fire & Water.

A capacity crowd of more than 250 guests were on hand at the Keating Millennium Centre on Wednesday, April 18th, as Pittsburgh Paints (PPG) and Central's Antigonish store presented professional designer and colour expert, Ruthanne Hanlon.

Ms. Hanlon spoke about Emerging Colour Trends for 2007/08, and presented Confluence, Pittsburgh's new family of colours influenced by Nature and inspired by the elements of earth, wind, fire and water.

All proceeds, a total of two-thousand, six hundred & seventy dollars were donated to the Atlantic Chapter of the Canadian Breast

Cancer Foundation. On hand to accept the cheque was Vanessa Burns-Trivett, Manager of Community Development for the Canadian Breast Cancer Foundation.

A number of prizes were also given during the evening. Winners included Cecilia McRae of Merigomish and Kim Sherrington of Antigonish who each won a \$350 Central Gift Card. The evening's Grand Prize Winner of a Getaway at Keltic Quay Resort (valued at \$600) was Donna Chisholm of Antigonish.

Each guest also received a gift bag from PPG and Central valued at over \$50.

