

PaintLines

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If You Liked Sun-Proof® Before, You'll Love It Now

Sun-Proof® Exterior House & Trim Paint has been a trusted brand for professional painters and consumers for generations. Now, advances in technology have enabled us to make a great product even better.

We enhanced the 100% acrylic latex topcoats with a proprietary PPG formula that creates a thicker, richer feel for full-bodied application. In addition, you'll find improved hiding, better sag resistance and exceptional mold and mildew resistance.

You should have received a launch packet explaining the enhanced formulas and important product details and promotional materials. We hope you'll take the time to look through the information and review any questions with your sales representative.

To help you reintroduce *Sun-Proof* to your customers, all dealers who have purchased at least 50 gallons over the past twelve months will receive a unique, three-dimensional countertop display that houses the consumer brochures. You can order the bilingual (Spanish/English) brochures (P15963) and sales sheets (P15964) now. In addition, a header card for your existing floor display and a ready-mix color card will be available for spring stock. ★



3-D countertop display houses consumer brochures.



Here are some important things to know about the launch:

- Product codes are NOT changing.
- Pricing is NOT changing.
- Color formulas are NOT changing. (They tint from section 1AX and 1BX.)
- This is a "soft" conversion, so it may take a few months before every SKU is updated.
- Only the latex flat, satin and semi-gloss formulas have been enhanced.
- The latex primer, alkyd primer and alkyd gloss have new labels, but they have not been reformulated.
- You should NOT use the old latex and new latex formulas on the same job.
- You'll know you're getting a new latex product because it will have the new label.

Think GREEN



How often do your customers inquire about “green,” environmentally friendly or sustainable products? Do you often wonder what this “green movement” is all about or what direction it is going? From recycling to energy efficiency to reducing carbon emissions, there is a growing importance on minimizing our impact on the environment. Building renovation and construction is at the forefront of this movement. Green building promotes continued health, financial savings and social responsibility, while having a significant impact on our environment. It is the construction standard for the future and the smart solution for today.

Pittsburgh® Paints: Setting the standard in sustainability

Pittsburgh Paints offers you and your customers many green solutions through our extensive product offering. From residential to commercial to new home construction, our zero or low-VOC products meet the most stringent environmental standards and maintain the same great quality your customers expect.

Become the expert on green with our new PPG Architectural Coatings Green Guide

Coming this fall, we will be providing you with a PPG Architectural Coatings Green Guide that will help educate you and your customers on all of the Pittsburgh Paints green products.



This guide will serve as a great informational tool when your customers are requesting environmentally friendly paint products.

The communication portion of the guide will help educate you and your customers on sustainability and its impact on the world both today and in the future. The Paint Systems Guide also will aid your customers in their green interior coatings selection process. This Paint Systems Guide is organized by topcoat and lists the appropriate primer by substrate type.

Stay tuned for more information on the PPG Architectural Coatings Green Guide. It will provide you with the tools to make selling green easier for you! ★



Introducing the New Commercial Sell Sheets

Pittsburgh Paints is happy to bring you a new set of commercial sell sheets to help you promote the Speedhide®, Speedcraft® and Speedpro® product lines in your dealer locations. These new, bilingual, commercial sell sheets communicate that Pittsburgh Paints' extensive line of products meet any commercial coating need.

Additionally, these tools will help you to educate your customers on the broad range of products that can help them earn LEED (Leadership in Energy and Environmental Design) credits and/or meet Masterspec/MPI (Master Painter's Institute) approvals. These selling tools can also be shared with your commercial painting contractors to promote Pittsburgh Paints coatings on more of their jobs. ★



P15967 - Speedhide



P15969 - Speedpro

P15968 - Speedcraft



Pittsburgh® Paints Selling Tool Targets the Healthcare Market

As you know, the commercial construction market can be very complex. Paint sales are driven by many different buyers and influencers, and the process can vary greatly by segment. Focusing on these specific segments can help you grow your commercial paint sales. We're excited to bring you the first segment-specific sales tool to help you focus on the healthcare market.

Architectural Coatings has partnered with glass and coil and extrusions (CO-EX) under the PPG Ideascapes™ umbrella to bring you the healthcare sales kit. It targets the specification needs of designing, building and repainting a healthcare facility. This piece is the first of an eight-part series to support your sales efforts. It has been designed to fit neatly into your recently updated Pittsburgh® Paints Technical Data Binder.

Over the next 12 months, additional segment-specific pieces will be developed. These pieces will not be sent directly to you, but will be available for you to order. They include:

- Education
- Retail & Services
- Office Buildings
- Correctional Facilities
- Condos & Multi-Units
- Amusement/Entertainment
- Hotels & Resorts

The final result will be an eight-part sales tool with a consistent image, segment-specific paint systems guides, supporting glass and coating systems guides, and comprehensive case studies demonstrating PPG's knowledge of each of these commercial structures. Remember: all eight pieces will fit nicely into the *Pittsburgh* Technical Data Book for your convenience.

HEALTHCARE TOOL KIT CONTENT (P15875)

- PPG *Ideascapes* Healthcare Pocket Folder
- *Pittsburgh* Paints Paint Systems Guide
- PPG Glass and Coatings Guide
- Healthcare Project Profiles



The Paint Systems Guide can also be ordered as a stand-alone POS item (P15942). ★

Tips on Applying Manor Hall® Timeless™ Exterior Super Premium Paint

The cross-linking 100% acrylic resin technology and high film build of Manor Hall® Timeless™ Exterior Paint yields a much thicker layer of paint for a stronger, more durable finish. This, in combination with its self-priming formula, means *Timeless* can provide one-coat coverage for a lifetime of beauty and protection. Because of the paint's non-conventional technology, proper application is critical for success. The flyer includes information on the specific type of equipment needed if spraying, proper dry times, and helpful reminders against diluting or overbuilding the paint.

To order these 4" x 9" application tips flyers, request MH15994. Include the flyer with *Timeless* paint purchases and you can save your customers time and money on the job and ensure better looking results that will last a lifetime. Guaranteed.

Also, get ready for an addition to the *Timeless* Exterior family – *Timeless* Semi-Gloss! We've listened to your requests, and the new sheen will be available early fall. Product codes, updated brochures and a copy of the tips flyer are included in the Sun-Proof® Paint/*Timeless*® combined launch. If you haven't received the launch packet already, stay tuned – it's in the mail! ★🍁



Builder Foundations

The New Home Starter Kit is another tool from the PPG HomeVantage® Homebuilder Partner Program which you can use to help sell builders. Builders are looking for ways to differentiate themselves in the marketplace and the New Home Starter Kit gives them something extra to offer potential buyers. This new tool has been developed as an alternative to the traditional Touch-up Kit box, which contained paint, caulk and a brush.



The kit, which is presented by builders to new homeowners at closing, consists of a coupon booklet with offers for over \$100 worth of savings on Pittsburgh® Paints and decorating products, as well as The Voice of Color® and Pittsburgh Paints informational brochures. Coupons include:

- One gallon of paint for touch-up (using the color indicated by the builder on the back of the envelope)
- A tube of caulk
- A foam brush

- The Voice of Color trial-size samples
- Visions-at-a-Glance™ software
- Other various discounts on Pittsburgh Paints products

The envelope is purposely left open so a map of your store(s) and a HomeVantage discount card can be included if desired. The HomeVantage discount card helps drive repeat business to your store and enables you to reward participating builders if you so desire.

New homeowners will be looking for ideas on how to decorate their “off-white” walls. This is the perfect time to capture their imagination and their business by introducing them to The Color Sense Game™ and Harmony Collection™. Give yourself the opportunity to showcase your expertise on product, color and customer service and achieve additional sales.

Providing the New Home Starter Kit to your builder customers can drive traffic to your store, thereby providing an opportunity to make a good first impression and additional sales. Contact your Dealer Area Manager today to become a participating dealer and offer this rewarding program to builders in your area. ★ ♣

Paint Doctor

Dear Paint Doctor: What does durability really mean for exterior coatings?

Why Durability? Durability is needed because of the substrates that are used outside. Let's start with some substrate basics. Woods react to temperature and humidity by shrinking, expanding and warping. Wood is alive and can move in multiple directions. Woods have lignins, which bond the wood cells together. UV radiation breaks down the lignin in the wood, causing fibers to lose their cohesion, which leads to cracking. This damage is seen as cloudy or milky-white wood because of the change in the reflection of light at the cellulose fiber edges.

Concrete and masonry does not expand to the same degree as wood, yet water can create situations where damage occurs. In these cases, water will carry salts and contaminants to the surface, where they appear as white crusty spots. Freezing and thawing of water trapped inside concrete and masonry can also lead to spalling.

What is Durability? For PPG, durability is comprised of four parts:

1. Biocides to protect the substrates
2. UV resistance through pigments and/or UV additives in clear systems
3. Film thickness, resistance to weathering and exposure
4. A level of hydrophobicity to repel or resist water

Biocides are introduced to protect the dry film surface of PPG paint and stain. Biocides address mildew issues that come from airborne molds. PPG's exterior products—when applied to clean, properly prepared surfaces—will give years of mildew resistance.

UV or ultraviolet light resistance is needed to protect the wood surfaces from outdoor sun damage.

Opaque paints and stains gain protection from pigments that scatter or absorb sunlight. The whiter pigments serve as photo-semiconductors absorbing UV radiation. The white pigments are inert and do not decompose, thereby maintaining stability of the dry film. In contrast, clear and semi-transparent stains and paints use additives that are light stabilizers. These light stabilizers prevent breakdown of product resin due to sunlight and protect the underlying substrate too.

Film thickness also contributes to durability. When products are skim coated, diluted or thinned, or applied at less than recommended thicknesses, long-term resistance to sun and weathering is impacted. The person applying paints and stains contributes to durability by using recommended film thicknesses and dry times.

Finally, hydrophobicity is built into exterior products to help to resist or repel water. One example of this is the sheeting or beading action of the exterior products. PPG's exterior paints and stains are designed with special binders and additives that boost resistance to water exposure. ★ ♣



Tell Us What You Think!

We welcome your comments and ideas for future issues. **Phone:** 800.441.9695 • **Fax:** 888.807.5123 • **E-mail:** deppenshipp@ppg.com • **Internet:** www.pittsburghpaints.com • *PaintLines* is published by PPG Architectural Finishes, Inc. **Editors:** Hilary Deppen Shipp and Kathy Quirin • **Extra Copies:** Available on PPG Dealer Network • ★ Pertains to U.S.A. ♣ Pertains to Canada

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September 2007 Newsletter

MEDIA EFFORTS

The first six months of 2007 saw a record-breaking number of media hits for The Voice of Color®. We received more than 250 media placements in national, regional and local magazines and newspapers, with an estimated audience of 80 million readers. Consider this: Pittsburgh® Paints and *The Voice of Color* had more than 30 magazine hits

in the first four months of this year, compared to 31 total magazine placements in all of 2006. From *USA Today* to *The Arizona Republic* to the *South Bend Tribune*, newspaper coverage also was strong, with more than 160 hits. This coverage included online versions of the newspapers, which is quickly becoming the preferred way of reading the news.

Below is some recent press coverage for *Pittsburgh Paints* and *The Voice of Color*. If you would like to see the full article, please contact Dee Schlotter at 412.434.4172 or schlotter@ppg.com. ★🍁



HOME MAGAZINE



METROPOLITAN HOME MAGAZINE



PAINT MAGIC MAGAZINE



PITTSBURGH TRIBUNE REVIEW



COLORSHARE EXPANDS OUR COLOR STORY AND DIFFERENTIATES PPG IN THE MARKET

As we see all around us, color crosses boundaries and inspiration may come from unlikely places. The translucent white color on the iPod® was the inspiration for automobile designers working on the new Lexus®. And the colors seen on fashion runways continue to find their way onto cell phones and the walls of trendy homes and retail establishments.

For the past two years, The Voice of Color® has presented our Color Trends program to architects, designers, custom homebuilders, residential professional painters, and design students and faculty. The program is certified as a continuing education class where designers and architects can gain credit by attending.

Last year, we started *PPG ColorShare: Surfaces in Depth*, which builds on the Color Trends program by including color visionaries from other divisions of PPG. Color stylists from our automotive, industrial, consumer electronics, and TrueFinish teams join Pittsburgh® Paints Artistic Director, Josette Buisson, for a mini-trade show and educational presentations that display color trends across industries. The show offers architects and designers new ideas from different industries that could inspire their creative thinking.

"It is a true display of the color styling and trending we present to our customers," says Josette. "We have the interior and exterior car colors, new colors and textures for cell phones, athletic shoes and appliances, as well as the latest architectural interior colors."



And it's not just the architects and designers who are inspired. "The PPG team learns a lot from attendees as they tell us about their projects," says Dee Schlotter, Color Marketing Manager, *Pittsburgh Paints*. "We are able to personally show them our color selection tools and learn first-hand about their needs and challenges."

In the past year and a half, we have presented the *PPG ColorShare* event in six cities, with two more remaining this year—Pittsburgh in October and San Francisco in November. Sharing our color expertise with this audience helps differentiate PPG from our competitors. No other company covers more surfaces than we do, so this experience in multiple industries across the globe validates our colors and our research to these important influencers. ★ 🍁

