

# PaintLines

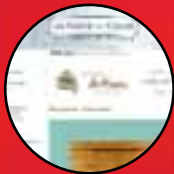
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## Expanded New Home Construction Line-Up and Upgraded HomeVantage Homebuilder Partner Program!

Pittsburgh® Paints Marketing is excited to announce the recent expansion of the New Home Construction (Builder Line) products and HomeVantage Homebuilder Partner Program marketing support tools. The combination of the expanded product offering and improved marketing tools has Pittsburgh Paints well positioned to achieve sales growth in this segment.

Previously, the *Wall Supreme™* (2-Line) was expanded to include all four bases in a flat finish and a white/pastel base in an eggshell finish. This product is the best in the line-up and offers excellent scrubs, high-build capability and can help earn LEED credits. To compliment the line-up, the *Speed Finish Plus™* (8-Line) and *Builder's Spec Pro™* (15-Line) were reformulated to provide tintable bases while maintaining the same strong performance features; including, a flat finish, good hiding and touch up. These products complete the line-up and offer homebuilders great performing products across all price points. Specifically, *Speed Finish Plus* (8-Line) was created to offer 14 ready mix colors in five gallon buckets and a white/pastel base and midtone base available in both ones and fives. The 14 ready mix colors were selected after reviewing input from regional influences and should serve to address most color specific needs. The *Builder's Spec Pro* (15-Line) is available in a white/pastel base and offers five of the 14 ready mix colors. It is an economical solution for high volume projects requiring high hiding capabilities. All of the builder line products offer ease of application and are self-priming on drywall.

In order to promote selling efforts for the New Home Construction product lines, the HomeVantage folder was created to encompass the marketing and sales tools needed to present a professional program to homebuilders. Pittsburgh Paints partners were provided the product and marketing launch packages in late August. The folder includes a HomeVantage Homebuilder Partner Program capabilities brochure that can be used as a leave behind or mailed and a painting tips brochure which the homebuilder can provide to homeowners. It also includes a HomeVantage sell sheet and letterhead that can be used for proposals. Finally, product specific information is included in technical data sheets, color cards and sell sheets indicating the features, availability, and application of each of the product lines. Any of these materials can be ordered through e-Dealer or Customer Service when placing an order.

Pittsburgh Paints is committed to providing the quality products and marketing tools necessary to drive successful sales. We hope you find the expanded product line-up and improved HomeVantage Homebuilder Partner Program materials beneficial to your efforts. ★



## Marketing to Interior Designers

### Why this market can have so much impact on your business.

When we say that color sells paint, one of the biggest influencers of color and paint brand are interior designers. Whether it's new home construction, residential re-paint, commercial or retail projects, the designer is usually the one specifying all the colors, from paint to fabrics to flooring. In this process, and especially in the new home construction and residential re-paint markets, the designer's opinion is highly valued by the client and influences brand selection. Having the right color tools that designers want to use with their clients means not only is the designer selling your brand, but their customers are becoming familiar and more confident with the brand. This type of relationship strengthens the quality of the brand immeasurably.

#### Designers Want Ideas

When we looked into re-launching our program for designers, we found that in addition to the traditional color tools: fandecks, designer kits, and large 8x12 samples, designers thrive on new ideas. The re-launch of *The Voice of Color* brought with it the *Harmony* Collection – a new color offering that works on the belief that design is never about one color – something designers know very well. The *Harmony* color chips feature five colors arranged in a 60:30:10 proportion that offer color ideas for all the features in a room or space.

#### Harmony Fandeck

Designers have responded very well to this tool – using it as a way for clients to choose an atmosphere of color for a room, versus just a single color. The fandeck helps to frame in a look and offers color pairing opportunities for designers to choose colors for paint, fabrics and other design elements in the room. The colors selected for the *Harmony* Collection are modern, current colors that are now available in textiles as well as the classics which never go out of style.



#### Color Sense Game

The Color Sense Game has been very successful in the residential market – both new home construction and re-paint. Designers have used this game side-by-side with their clients as a way to understand the look or feel they are trying to achieve. Together with the *Harmony* fandeck, the Color Sense Game makes the process more personal and meaningful to the client in their search for just the right colors.



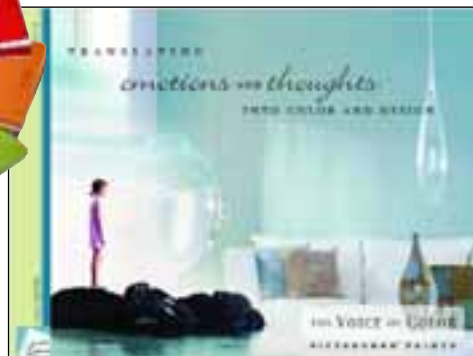
#### A Share Space Built for Designers

The new *Voice of Color* Exchange ([www.voiceofcolor.com/exchange](http://www.voiceofcolor.com/exchange)) is all about ideas. This site includes an easy method for ordering color tools – essential to designers, as well as details on the current and past color trends, research articles on color and links to great designers.

#### Trends Design E-Catalog

The unique piece of the Exchange is the Trends Design Catalog, where our color trends meet furniture, textiles, and accessories that have been collected from around the world. Our goal

is for designers to see new design ideas and opportunities to assist them in their design vision. All the materials can then be viewed with our colors behind them.



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## Marketing to Interior Designers... (continued from page 2)

### Designer Portfolio

The *Voice of Color* portfolio offers designers the chance to showcase their work on our website which is viewed by more than 10,000 visitors per week. Designers can provide their digital pictures, along with The *Voice of Color* colors used, the design vision, and a short bio on their business. Potential customers can contact the designer for their residential or commercial project. ★ 🍁



### Kitchen & Bath, Furniture Stores, Art & Frame Shops: Designers Are Right Around Your Corner

Designers & decorators who work in kitchen & bath, furniture stores and even framing shops help their customers choose paint colors every day. When customers shop to find a couch or purchase new kitchen cabinets or even artwork, the next question is almost always, what color do I paint the wall to showcase my new purchase? Make sure these designers & decorators have our color tools on hand. Drop off some Harmony fandecks (p14999), ask if they need larger sample cases or our full fandeck. Then, make sure they know where you are located. Offer a designer discount for customers that they send to your store, or provide a stack of coupons for them to hand out to their customers or the pro painters that they work with.

## PPG is excited to introduce Pitt-Tech® EDF, Ext. WB Acrylic S/G Dry Fog.

*Pitt-Tech*® EDF is a single component, semi-gloss, water-based acrylic dry fog. This low odor, low VOC (88g/L) coating is designed to reduce the clean-up on surfaces not intended to be coated during the application on surrounding structures. Formulated to provide a direct to metal application and excellent dry fall properties, *Pitt-Tech* EDF is easy to apply and has exceptional color and gloss retention. *Pitt-Tech* EDF dries to touch in 30 minutes and is ideal for use on water towers, building exteriors, and manufacturing and production facilities.

This new product will bring excellent performance, color capability, ease of use and will be a great addition to our protective coatings line. ★

Product Code	Description	Five Gallon
90-810	Neutral Base	X
90-811	White Base	X
90-812	Porcelain White	X

### PITTTECH® EDF



## Corporate Account Corner: PPGeAccount...Your Link to Opportunity

### What is PPGeAccount?

PPGeAccount is your direct web-link to prospects, specifications and opportunity! PPG has done all the legwork by driving specifications for new construction and maintenance for national and regional accounts.

National and regional accounts are companies who have multiple facilities which purchase paint. These accounts could be large national chains, such as restaurants and retail stores or local entities, such as healthcare systems, universities and school districts. Some well known corporate accounts featured on PPGeAccount are Aggreko (featured in the May/June 2006 PaintLines), Chevron, Lamar Advertising Company, Lowe's Companies, Walgreens, and Wal-Mart Stores.

### What are the benefits?

PPGeAccount puts you in the game because PPG products are already specified. By having access to national specifications contained in PPGeAccount, you will spend less time looking for opportunities and more time selling! With the specification data in-hand and product knowledge, you are equipped to help your prospects with their purchase decisions.

### What information is in PPGeAccount?

PPGeAccount is a warehouse for all aspects of the specification and its supporting documents. The Document section houses items that pertain to a particular account including the specification and, where applicable, site locations, color information, etc. Search the Catalog for a detailed list of product codes, including color requirements, color formulas, as well as MSDS and Technical Data Bulletins.

### How do I use the site?

- Login to [www.ppgdealer.com](http://www.ppgdealer.com).
- Select the PPGeAccount button from the menu bar and select PPGeAccount Site.
- The PPGeAccount login screen has two fields, which will auto fill your Customer number and Ship to location. At Password, enter the same password you use to login to eDealer.
- For your protection, this field allows three attempts to correctly type your password. After three attempts, contact Customer Relations at 1-888-774-1010 and ask the representative to reset your eDealer password.

### Corporate Account

Select account from the drop down box. To narrow the search, type the first letter of the name you wish to search.

### Documents

The Browse Documents menu option lists all documents that pertain to the selected Corporate Account. You have access to all documents made available to the website. In addition to

the specification, you may find documents such as dealer service agreements, customer color specific template, and other documents issued by the account.

### Catalog

Browse Catalog contains all products and all details associated with the products. By clicking search, all items in the catalog are revealed. To narrow the search, use one of the criteria boxes. The Catalog contains:

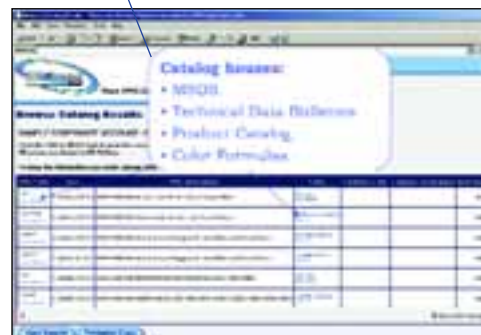
- Detailed list of product codes and descriptions.
- Color names and formulas.
- MSDS
- Technical Data Bulletins
- Service fees where applicable.



PPG eAccount login screen



PPG eAccount Menu Options



PPG Catalog

Logon to PPGeAccount today and get connected to future business opportunities!



## MEDIA EFFORTS

### The Voice of Color: Your Customers are Listening

The Voice of Color and Josette Buisson were featured in several consumer magazines this summer, including:

*Small Room Decorating*, Josette was interviewed on color for small spaces

*Newsday*, Josette was interviewed regarding the connection between fashion and home decorating

*Natural Home Magazine* (200,000) – A Voice of Color image and caption about PPG's low-VOC paint is in an article on green decorating.

*Canadian Interiors Magazine* (15,000) – Designer Exchange press release.

*Better Homes and Gardens* (7,611,005) – A Manor Hall shade is used for an exterior image.

*Paint & Decorating Retailer* (33,517) – Josette is featured in their forecast for home fashion in 2007.

*The Washington Post* (751,871) – Visions at a Glance information.

*Naples Daily News* (66,976) – Voice of Color Choosing the Right Color

*Clear Ridge Reporter* – Chicago (35,000) Voice of Color Choosing the Right Color

*Terre Haute (IN) Tribue Star* (29,979) Voice of Color Choosing the Right Color

To date, we have received 345 articles published in newspapers and magazines.

The 2006 total circulation for the articles published is more than 29,619,597.

If you would like to receive a copy of the full article, please email Kelly Clifford at [Kclifford@ppg.com](mailto:Kclifford@ppg.com).





## Paint Doctor

**I want to clean and stain my deck and I only have a weekend timeframe. How long can I wait between washing and staining, and can I apply stain to the damp wood?**

Today's question is related to dampening the wood from cleaning and the time that is acceptable prior to staining. The bottom line is that yes, you can apply *Pittsburgh Paints Sun-Proof Acrylic/Oil Clear, Toners and S/T stains* to damp wood within hours of cleaning. This means that you can clean and stain within a single day. *Sun-Proof's* Acrylic/Oil finishes contain advanced technology that fights the elements and can be applied to damp wood.

One of the best ways to clean your deck is with PPG's (18-2) Deck Cleaner. This powerful concentrated formula removes dirt and stains caused by mildew, algae and mold. Once your deck has been cleaned with Deck Cleaner and rinsed according to the instructions, remove any standing water with a squeegee or old towels. The deck should be slightly damp, but not

soaking wet or saturated, prior to applying your clear, toner or stain. If a pressure washer was used rather than, or along with PPG Deck Cleaner, you may need to allow the deck to dry for 1-2 hours. After allowing it to dry, apply *Sun-Proof Acrylic/Oil clear, toner or semi-transparent stain* according to the instructions on the back of the can. Remember, even though you can clean and stain in one day, we recommend waiting to stain if rain is forecast within 24 hours after application, to allow the stain to properly penetrate and dry.

Choosing a stain to protect your wood from the elements is not easy. Unprotected wood is exposed to water, ultraviolet light and mildew spores and is constantly shrinking and swelling. Some finishes can peel like sunburn or may initially soak in but provide little long

term protection. PPG has developed finishes to protect and beautify your wood for the long term. These finishes contain microbicides to prevent fungus growth in the wood, color to inhibit the ultraviolet light exposure and resins to penetrate the wood and resist moisture damage. Because of the advanced PPG technology, these products can survive the inherent shrinking and swelling that take place due to the natural variations in wood. *Sun-Proof Acrylic/Oil Products* include Clear Waterproofing Sealant (77-1900), Waterproofing Toners (77-1971 – 77-1974), and Semi-transparent stain base (77-1460). ★

## You Can Depend on Sun-Proof Stains



For over 100 years, *Pittsburgh®* Paints time-honored legacy has been passed on by generations of professional painters and do-it-yourselfers alike. The complete line of *Sun-Proof* exterior stains is no exception.

The broad product line-up of *Sun-Proof* provides superior protection for all exterior wood surfaces and beautifies to impress the most discriminating customer. Be sure your business is utilizing all the new and existing tools available to maximize your *Sun-Proof* stain sales.

We're not stopping here! We're committed to making *Sun-Proof* stains the stain brand of choice. The new features and tools featured here are available now to help you continue to build your stain business! And, you'll be happy to know, that there is much more in store for 2007. Watch for exciting product and program details coming in 2007. ★



### 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](mailto:deppenshipp@ppg.com) • **Internet:** [www.pittsburghpaints.com](http://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