

**“IT’S EVERYTHING I LOVE
ABOUT ULTRA-HIDE®.
AND LESS.”**

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THE PAINT COMPANY
YOU’VE ALWAYS
WANTED.™**

We don’t think you should have to choose between sustainability and getting the job done on time and on budget. With new Ultra-Hide® No VOC* interior paint, you get both.

Enjoy the high-hiding, superb touch-up properties you’ve come to expect from the Ultra-Hide line. And now, the added benefit of a no VOC formulation. It’s ideal for commercial and maintenance applications where quick return to service is desired.

To learn more, go to gliddenprofessional.com, or visit the Glidden Professional Paint Center nearest you.

*CONTAINS NO VOCs - VOC (Volatile Organic Compounds) content as measured by the Environmental Protection Agency (EPA) Reference Test Method 24.



Imagine your business tomorrow.™

REAL WORLD APPS

How the cyber world can help you in the real one.

BY JERRY RABUSHKA, EDITOR

Are people accusing you of spending too much time on the computer? On your phone? “You’re addicted! You should join the real world!” These days, duh, the internet *is* the real world. It’s not just the stomping ground of goony men who can’t get a date. Sure it’s distracting at times, but these days, those same games and social networks that keep us “out of the real world” can also help us do our job better.

Many folks have accused the paint industry of being behind the times, but the information below will show that many manufacturers have crawled into the 21st century right along with you! And since you’re on the web anyway, here are some ways that you can advance your business online—and help your customers make good product choices as well.

Plus it’ll show your customers that you’re “with it” and that you’re helping them to be “with it” too.

It’s perfect, and it’s history



“Oh, that color was for the bathroom, not the bedroom? Uh... oops!”

Does this sort of thing happen in *your* customers’ homes? Not any more! California Paints has applications to help you organize your color information and to show customers what a variety of color schemes might look like.

California Paints’ Perfect Palette, as well as two of

its historic color palettes, are part of the PaintSwatches app from Aquariform Designs, a creator of mobile software. You can access this app on your iPhone and iPad. “The app helps organize consumers’ colors for their personal projects,” says Lindsay Thibeault, California Paints’ marketing coordinator.

The applications also allow you to play around with and save paint schemes, plus you can accumulate lists, notes, and specifications that can later be emailed from your iPhone or iPad. Once it’s saved, you’ve got all your notes and colors in the palm of your hand—literally. Or in your pocket... or in the back seat of your... oh where did I leave that?

“Painters also have the option to e-mail their saved information to a dealer, making order fulfillment a breeze,” Lindsay continues. “PaintSwatches can be used for detailed color searches that easily sort thousands of colors by name or number, right at a contractor’s fingertips.”

Of course no true computer nerd can leave well enough alone—the application is always being updated and will soon allow you to order California’s sample jars. An inspiration photo gallery will be available to help with design and color ideas. To find out even more, click up a demo of the program at youtube.com/user/aquariform.

Another electronic helper is California’s Color Center, an interactive tool that allows you to create unique and personalized paint color schemes. It includes a color search, e-fandeck, a scheming center that provides interior/exterior color scheme recommendations, paint calculator and color wheel. Try it out at californiapaints.autech.com.au/calpaints/colorcenter/index.php.



Not your grandma's Glidden.

Folks who remember Glidden as a household word will be happy to see a product line designed especially for the pro painter. Glidden Professional™ recently launched a new (and free!) iPhone application created especially for the commercial paint industry. It will help you find product and service information you may need while at the job site, at the paint store, in the donut shop, in the truck, etc. Remember, don't app and drive!

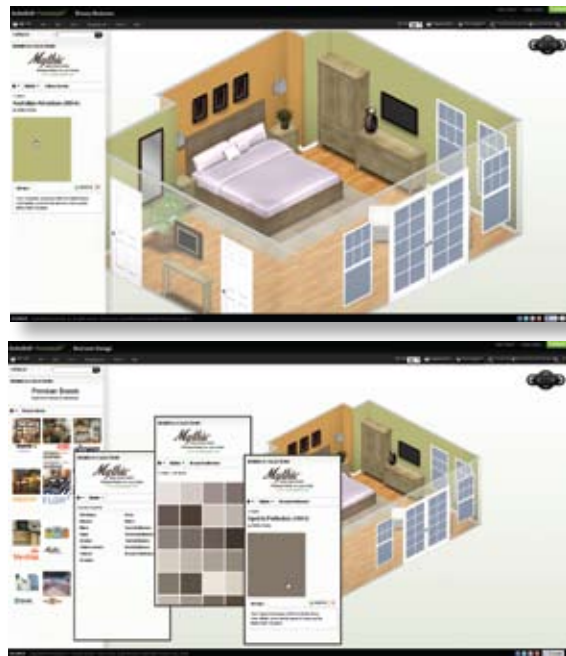
Make sure you show this stuff off when placing a bid; it's another service you can offer a manager, plus by accessing information while you're still up on that scaffold (notice we didn't say ladder!), you'll get the project done faster.

The Finish Finder app can search the entire Glidden Professional portfolio either by product category or task. Each description includes a product image as well as a technical and material safety data sheet (MSDS). When searching by task, you'll be asked five questions to ensure accurate product recommendations, so whether you're painting multi-family residential properties or commercial office spaces, the Finish Finder app lets you brush, roll and spray the most suitable products.

In addition, type in a zip code and the app will find and display contact details, store hours and a map for the nearest dealers. You can save your favorite products and stores for future reference.

"Glidden Professional is proud to offer our customers an advanced technology tool that will support all their needs," said Harris Cloutier, vice president, Glidden Professional Paint Centers. "It is essential for professionals to rely on mobile customer service, and our new Finish Finder app offers just that."

The app is currently available in the iTunes /App Store, and will sync with an iPhone, iPad or iTouch. You can listen to your favorite Justin Bieber tunes and search out important product information at the same time. *For more information visit gliddenprofessional.com.*



Autodesk Homestyler and Mythic Paint work together to help your customers get confident with a color.

Change colors without spilling paint

Mythic Paint—and if you've been perusing their advertisements like we know you do, you'll know it offers non-toxic, high performance, and extremely low-odor—is the featured Green paint on Autodesk Homestyler, a free site featuring home design software. You can mouse, touch-pad, or click up free, easy-to-use 2D and 3D software that allows you and your customers to experiment and visualize ideas before popping open a can of paint.

Some people have a gift—they can look at a can of off-red eggshell and know in advance how it's going to look in the whole room. Some people don't have that gift at all, but they only find out after it's way too late. If you're in the second group, or you can't seem to get your customer to decide on a color (and you can't get started until she does), this program can shave time off that all important and frustrating color-making decision.

Autodesk Homestyler sets your customers loose to explore and experiment with 325 colors from Mythic's 1,232-color palette, allowing them to coordinate with their flooring selection, furniture and the overall mood they want to create. Once they settle on a color, they'll be more confident they've made the right choice.

"The software is extremely user-friendly," says Rocky Prior, president of Mythic Paint. "With our wide selection of colors, designers and homeowners will easily find the perfect color to complement their project, and with paint that is

healthy and safe for the entire family."

Visit autodeskhomestyler.com or mythicpaint.com.

Warming up to milk

The Old Fashioned Milk Paint Company (TOFMPC) isn't totally old-fashioned—it's on Facebook, and uses it as a networking tool for painters, consumers, and other tradesfolk. By the way, or "BTW", since no one uses complete words any more, if your painting company doesn't have a Facebook page, it's pretty easy to set up, LOL. Even if you are your painting company, it's worth the effort.

Anne Thibeau, president of TOFMPC, feels you can

THERE'S NOTHING MINI ABOUT ITS PERFORMANCE.

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DURABLE WIRE FRAME

CONVENIENT BUCKET HOOK

COMFORT GRIP ERGONOMIC HANDLE

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new Jumbo Mini Roller System
Fits all 4½" and 6½" Jumbo Mini Roller covers

Purdy
PROFESSIONAL PAINTING TOOLS

*Patent Pending

VISIT PURDY.COM FOR MORE DETAILS AND WHERE TO BUY

get a lot of benefits by scrolling up and down her page. "Painters can see what consumers are saying or asking about our paint," she says. "We have some very useful photos of completed rooms and projects that are often different from what is on our website, as we try to post different, unique things that you won't necessarily see on our website."

Recently, she says, they posted a photo album of paint chips taken from experiments around the shop that show how various colors can be mixed using the company's 20 standard colors. "Our paint is different than conventional paints in that it comes in 20 colors only and they are not tinted using computer matching systems," says Anne. "It is very basic and old fashioned, and many painters may balk at the idea at using it both because it's in a powder form that you have to add water to, and that it comes in a limited palette."

"I think our Facebook page shows just how easy it is and fun for many customers to use and to mix colors, thereby perhaps removing a little of the mystique surrounding our paint's use," she adds. If it's fun and easy for the customer, it can certainly be fun and easy for the skilled professional.

Have a question? Perhaps it's answered on their Facebook page! If not, join up and ask yourself. "We are working to use it as a tool to engage people in interacting with us through the page," Thibeau continues. "We did this recently, by entering people into a drawing for a couple gallons of paint if they suggested a color they'd like to see added to our line, for example. It's fun and it's helpful to see what people come up with for suggestions. We will follow through by playing around with some of their suggestions and post swatches of colors we come up with by mixing our current colors together."

With this and other company pages, you can find out about events, workshops, and classes—it'll give you a chance to learn more about a product!

"We try and keep it light and banter a little back and forth with people, while our website is more 'formal,'" says Thibeau. "By the same token, I think that it would be good for painters to have their own Facebook page as well. People find it interesting to see what you've been up to, the latest press you might have received, any special offers you may have, interesting articles you might link, tips you might have and more."



X-Rite's Capsure, shown here and above, solves many color-matching problems.

For more info, go to milkpaint.com. Or, obviously, find them on Facebook.

Paint stores are getting smaller!

How deep are your pockets? Big enough to hold an entire paint store? Yuk, with screaming kids running around, guys with dirty shoes, leftover chicken wings...

But back on point. X-Rite, a global leader in color science and technology based in Grand Rapids, MI, has a product that, they like to say, puts a paint store in your pocket—but without the kids, shoes and wings.

It's designed to allow painters, designers and their customers to precisely identify a color and find its exact match in an electronic fan deck of thousands of colors.

Called Capsure™, this small device can identify colors on walls, carpets, furniture, flooring, clothing—virtually any inspiration object. It can also isolate colors within a multi-colored pattern for developing matching or complementary color palettes.

Color information can be recorded and saved for selecting accent colors or downloaded for in-store paint mixing.

Say someone wants to get the color of their pillow—or the color of Martha Stewart's pillow out of a magazine. Capsure was developed to handle a wide range of material types, textures and colors. Some complex patterns can confuse color instruments, but Capsure works with hard-to-measure surfaces such as textured walls and facades, magazine illustrations, carpets, fabrics with small patterns, and open-weave textiles.

You can use it to extract up to four dominant colors from an intricate pattern to clearly identify a single desired color, or you can activate the zoom-in feature to manually select specific areas of the test surface.

After you've measured a color, you can record the date and time of the measurement, image, text, and voice dictation. It can also serve as an electronic consultant and suggest a specific color to match or harmonize with the sample.

It retails for \$649, and paint libraries can be purchased for an additional cost at www.xrite.com or through the Capsure Sync function. For more information please visit xrite.com/capsure. **TPC**

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THE FINESSE
IS HOW IT FINISHES.

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