

Paint & Decorating RETAILER

twitter

Follow us at PaintDecoRetail

OFFICIAL PAINT PUBLICATION OF THE PDRA/NATIONAL HARDWARE SHOW

Heading to Las Vegas

The PDRA Show at the National Hardware Show®

May 10-12, 2011 • Las Vegas Convention Center • Las Vegas, Nevada



ALSO IN THIS ISSUE

- Masonry/Concrete Coatings
- Dealer & Corporate Profiles

MR. LONGARM
Finish. Up.

Mr. LongArm Inc.
Booth No. 5429

Mr. LongArm is proud to announce that the Woodmates stain applicators are the recipient of a 2010 GOOD DESIGN Award from the Chicago Athenaeum and will be featured at the National Hardware Show. The company will also feature the ProCurve Solar System, with tools that allow the end user to reach and clean even the most difficult to access solar panels, as well as the Lazy Joe Brush & Roller Wrappers and Mix-N-Clean Paint Mixers. As the category leader, Mr. LongArm offers the largest selection of extension poles and accessories with solution-based products that complete tasks faster, safer and easier.



My Color Keeper
Booth No. 4735

My Color Keeper™ Home Paint Color Record consists of a deck of 12 swatch cards that are easily fanned to view the palette of painted colors and is protected by a cover sleeve. When completed, each card holds a sample of the paint color as well as room location, paint manufacturer, paint name and formulation, sheen and purchase date. A special "With Compliments" card (the first deck card) is designed to hold a business card. It keeps your name top of mind, giving the homeowner an easy reference to recommend your store, your paint brand and your services, sending future business your way.



Mythic Paint
Booth No. 4238

Mythic Paint will highlight two brand new products at the show. Mythic Black Label™ is a high-luxury paint and primer in one that features moisture and mold resistance as well as Color Capture Technology™—a proprietary system that not only captures color but locks it into the paint to make it resistant to rub off and fading. The new Mythic Pro, another new product, is designed just for professionals. With a lower price, high durability and easy touch-up and application, Mythic Pro means that painters can provide great quality at prices that help their bottom line, while being safe from toxic fumes.



Old Masters
Booth No. 4034

This year, Old Masters will unveil a brand new exhibitor booth at the show. This new booth complements Old Masters dramatic brand renovation over the last two years. Old Masters continues to be an industry leader, offering some of the finest stains, finishes and sundries available today. Plus, the company's innovative trade-out program offers dealers an effective means of replacing slow-moving product and infusing their stores with fast-moving and user-friendly Old Masters products.