

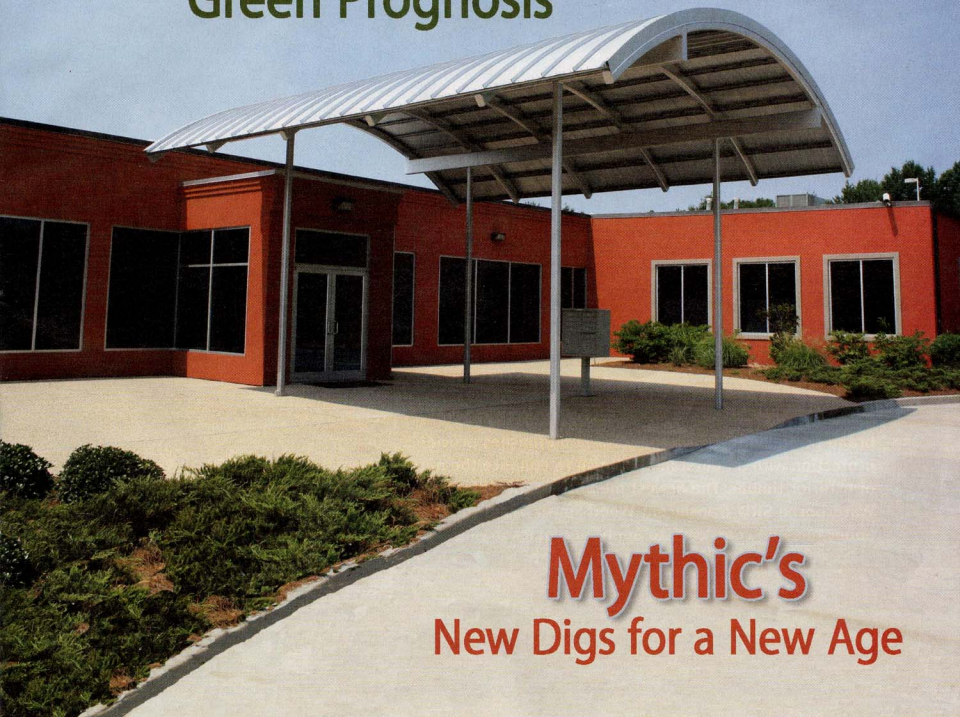
# Paint Dealer

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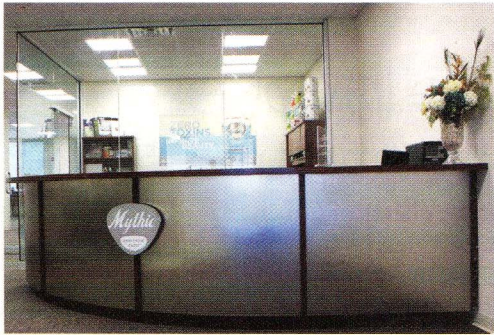
dedicated to the retail paint market

## The GREEN Issue

Green Project, Green Products,  
Green Prognosis



**Mythic's**  
New Digs for a New Age



## Office Space— Mythic Has More of It!

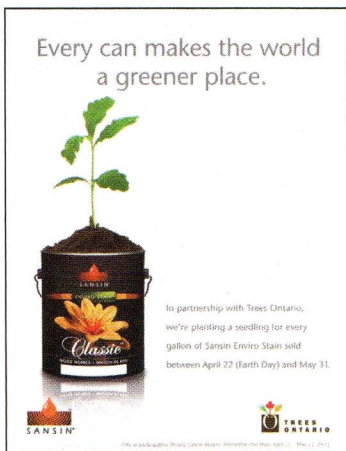
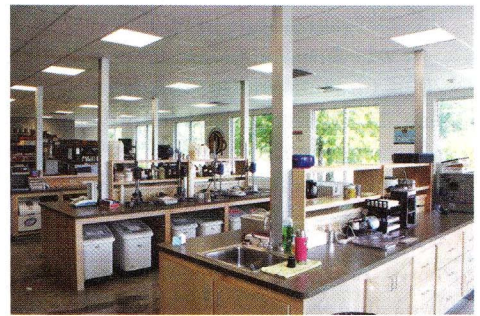
Used to be you'd drive up to Mythic on Hardy Street and it was good luck trying to make the turn into the parking lot—and better luck getting out. Hattiesburg, MS, was a city with one main business thoroughfare, so you had to put your business on it or risk getting passed by. Rush hour? Ugh! The company started out there in small-

yet-comfortable digs, but as it grew in size, more people had to make do with less space. Now they all have room to stretch and they just sent us this report on their new offices:

Southern Diversified Products, the manufacturer of Mythic paint, is happy to announce its new address at 4200 Mamie Street, Suite 120, in Hattiesburg, MS. The move was a necessary one as the fastest-growing paint company in the country needed space to expand.

“Due to explosive growth, we needed a new space that offered us room to further grow the business,” stated Rocky Prior, Southern Diversified’s President and Chief Scientific Officer. “The new headquarters building also offers possibilities to expand later if needed.”

The staff enjoys having more space for projects and meetings. The whole office building has been painted throughout with a combination of Mythic PRO and Mythic Black Label paint. Offered in 1,232 colors, Mythic Black Label is one of the company’s latest offerings; it’s an ultra-premium paint and primer in one that is still non-toxic and is zero VOC. [mythic.com](http://mythic.com)



Poster from Sansin, announcing their tree planting program.

## They Said They Were Gonna Do It, and Now They Did It.

Sansin Corporation announced that 988 native trees will be planted in Ontario as a result of its seedling promotion, which ran from Earth Day (April 22) through May 31, 2011. [*The Paint Dealer* originally reported on this in its April, 2011 issue.] Sansin partnered with 12 Ontario-based retailers to pledge the planting of one native seedling for every gallon of Sansin Enviro Stain sold.

The trees will be planted by Trees Ontario, which is dedicated to the re-greening of Ontario through tree planting efforts. “We want to thank our customers and retail partners for their tremendous support of this program,” said Sjoerd Bos, Vice President of Sansin. “Wood is our only truly renewable resource, and this program is just one way Sansin is committed to helping restore it.”

Housser’s Paint and Wallpaper, a Sansin distributor located in Orillia, ON, sold the most stain during the promotion period. Housser’s and its customers will be donating 186 trees to be planted in Ontario.