

the Paint Dealer

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dedicated to the retail paint market

NHS: Roll Up A Winner



Also Inside:
Paint
History,
Readership
Survey

It's All About Comfortable Shoes

Advice for getting the most out of the NHS.

Show hours: Tuesday, May 10: 9:00 am -5:00 pm / Wednesday, May 11: 9:00 am -5:00 pm / Thursday, May 12: 9:00 am -3:00 pm
Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, NV 89109

Las Vegas can be deceptive—a building that looks a block away turns out to be a mile down the road, and your quick walk turns into a tiring desert odyssey. The National Hardware Show is big, no doubt about it, so getting around can make for a long day if you're not prepared. Sure you want to be presentable, but how presentable will you look if your feet are killing you and your underwear is crawling? So if we at Mugler Publications can give you any advice, it would be wear something comfortable. And smile. And stay clear of the people who are going to tell you what a bad show it is and that the industry's going to heck in a handbasket. People have been painting for 30,000 years and it's doubtful they're going to stop in 2012.

BY editor
JERRY RABUSHKA

In any case, if you just "show up" without a game plan, you risk becoming overwhelmed, or perhaps being held hostage at a booth where you really have no interest. Below, a few attending manufacturers offer advice to help you navigate the show. Stop by and tell them you saw them in TPD!



Kelly-Moore Paints, booth #3135

Over the years we have found two approaches that work best when attending a tradeshow.

- **Let's Make A Deal**—Research all the companies and products that you are interested in prior to the show. Narrow your selection down to the top 3 or 4 products that meet your specific business needs. Visit and spend some time with those top choices to evaluate the products. If no clear winner emerges, see what type of specials, promotions or added value they can offer to earn your business. If you are ready to buy, most likely the exhibitor will be more than willing to work with you.

- **Speed Dating**—Visit as many vendor booths as your feet and back can take. Gather all the information on the products and companies that fit your business. All the major companies will be in attendance so you save the time it will take you to research each individually. Review the information

when you have time to properly evaluate product features/benefits and prep all your tough questions. Follow up with vendors later when you won't feel rushed or pressured to make a decision.

Brian Kirn, Quali-Tech, booth #4228

Costs are going up from raw materials to transportation, so your overall focus should be on improving your cost. To do this, target categories—not products or product lines. Review your categories for revenue growth, margin and in-stock to determine which categories are performing well. This will help you determine what you need to see and investigate. Dealing with fewer vendors will allow you to maintain or improve margin for entire categories. This will also help with transportation cost.



Rocky Prior, president, Mythic Paint, booth #4238

This is a massive show so having a game plan is advisable. Visit the NHS website at nationalhardwareshow.com where they offer



3M, booth #5924

3M is going to share a half dozen key programs. Each and every 3M product is a reflection of its commitment to innovation and to their retailers, they remind us. Check out their "virtual presenter" in the form of Carmen De La Paz, who is known for her appearances on "do it yourself" programs on national TV. She has been named official "brand ambassador" for 3M. "I have used miles and miles of all sorts of 3M tape and thousands of sheets of 3M sandpaper!" she says on her webpage.



Mythic Paint, booth #4238

Remember when we said we weren't going to tell you what they were doing? Well, now we are! There's some big news from Mythic—two new lines will debut at the show. Mythic Pro is priced lower than the original Mythic paint to enhance a professional's profits while offering the superior quality plus the zero VOCs and toxins available in all Mythic products. Mythic Black Label is a 100% ultra-premium, self-priming, ultra-low odor product designed to promote paint color development in fewer coats. It is ideal for residential and commercial settings where a superior quality premium non-reflective finish is desired. The original line is being renamed "Mythic Classic."

Wanna sit down for awhile? Why not take in a seminar?

On May 10 on the NRHA (North American Retail Hardware Association) Village Stage will present "Why (And Where) We Shop." This seminar will feature some never-before-released proprietary research. NRHA will also share insights from more than 1,000 consumers nationwide who were surveyed about their shopping habits and motivations. Learn how factors such as price, image, convenience, selection and service influence shopping patterns and how retailers are tailoring their operations to maximize their appeal to today's consumer.

So, enjoy. Go to the show with an open mind. Do something you haven't done, stop by that booth you've run past the last few years, eat at a different booth at the concession stand... the possibilities are endless!

For more, much much more information about the National Hardware show, please visit nationalhardwareshow.com. **TED**

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