



Business opportunity for auto parts retailer – *Paint file*



Presented by ; Johnny Spineto
Commercial director
Pièces et Moteurs National
St- Leonard Quebec

Multiple market penetration

Made to measure marketing plan

Focused on a variety of markets directed to users of canned paint products

Introducing them to a high quality paint brand

Choice of paint determined by the type of client frequenting their establishment



Multiple opportunities

*With the objective of reaching various segments
with a HIGH quality paint*



ADVANTAGES

Easy to apply

Exceptional coverage

Vivid colors

Professional results



Multiple opportunities

The markets ?



1. Construction – hydro crews
marking paints
2. Roadworks and paving contractors
Asphalt and concrete paints
3. Agricultural
Maintenance of farm equipment
4. Trucks and Heavy Duty applications
For maintaining equipment
5. All purpose paints
For maintenance and restoration of metal projects

Multiple opportunities example ; marking and all purpose paints

Projet de peinture a l'horizon ?

ON VOUS PROPOSE
Des couleurs vives
Une peinture qui est facile a appliquer.
Avec des resultats professionnel



pour béton



Pour asphalte



marquage



A...



Projet divers



Multiple opportunities – poster 11x17

Example – H.D. truck segment – (as illustrated french version)

Projet de peinture a l'horizon ?

ON VOUS PROPOSE

Des couleurs vives!

Une peinture qui est facile a appliquer

Avec des resultats professionnel

SEYMOUR

The advertisement features a background image of a red and white truck. In the foreground, there are several cans of Seymour paint in various colors (yellow, black, red, green, white). A small inset image shows a collection of paint cans in different colors. The Seymour logo is prominently displayed in the bottom right corner of the advertisement.

SEYMOUR

PROMOTIONAL MATERIAL

Placed in full view 1. parts counter 2. store front or on top of CARTON DISPLAY (as illustrated french version)

11`` x 17`` plastification (one poster included with rack)

Poster for 48 can carton display

Projet de peinture a l'horizon ?

ON VOUS PROPOSE
Des couleurs vraies

Une peinture qui est facile a appliquer

Et qui sèche rapidement

Avec des resultats professionnel

VOIR NOTRE PRÉSENTOIR DANS NOTRE SALLE DE MONTRE POUR LA COULEUR DE VOTRE CHOIX

Seymour

Carton display on left
Agricultural paints on right



*Successfully exploiting the
Farm and industry Segment
FOR ; equipment maintenance*

Popular colors available such as ;

*Allis Chalmers (Orange)
Equipment Yellow (OLD) Equipment yellow
IHC Red
Farm Implement - Case Green –Ford Blue
Farm and Implement - NEW GREEN (john deere)
New Yellow plus other colors available*



See page 26 of SEYMOUR catalogue

Carton display on left BIG RIG range for H.D. application on right



*SUCCESSFULLY EXPLOITING THE
TRUCK AND HEAVY DUTY SEGMENTS*

COLOR AVAILABILITY

*gloss frame black – Fleet red – Apex Red
Equipment yellow – Cummins beige
Detroit diesel Alpine green – Fleet white
Plus OTHER COLORS*



Consult page 6 of the SEYMOUR catalogue



BASE PAINT RANGE

1. Spruce
2. Hi Tech



Marketing tools - personalized

Projet de peinture a l'horizon ?

ON VOUS PROPOSE

Des couleurs vraies

Une peinture qui est facile a appliquer

Et qui sèche rapidement

Avec des resultats professionnel



SEYMOUR



PROJET DE PEINTURE A L'HORIZON ?

Equipement Agricole

SUGGESTION - APPLICATION

RESTORATION DE TRACTEUR DE FERME

CATERPILLAR - JOHN DEERE - ALLIS CHALMERS

INTERNATIONAL HARVESTOR - CASE ET AUTRE



COULEURS POPULAIRE



PEINTURES INDUSTRIEL

Entretien de flotte

Affiché votre bannière

DISPONIBLE ICI



EQUIPEMENT D'ORIGINE



Pour usage dans le domaine construction industrielle - excavation - et autres



COULEURS DE MARQUAGE



Color chart and category illustrated

Placed on the top of the 64 can metal display

Assisting consumer with his paint choice

(french version as illustrated)

SEYMOUR



PRESENTOIRS VARIE - SALLE DE MONTRE

INDUSTRIELLE - USAGE DOMESTIQUE

Choix de présentoir en **METAL**
CAPACITE DE 64 CANNES ASSORTIES



FOUR ETRIER



MARQUAGE-SEL



CIMENT ET ASPHALTE



Conteneur de 400 litres et options

Example of a 64 can metal rack, with various segments illustrated complete with overhead chart

example of where the color chart is placed

Identifying specific target markets

assisting consumer with his paint choice



EXAMPLE of rigid carton display



Featuring the

1. Spruce
2. Hi Tech
3. Cast type application ranges

48 can capacity



Question ?

Why should i be confident in placing one of these displays in my showroom ?

1. EXCELLENT BRAND PERCEPTION

*A LONG HISTORY OF SATISFIED CUSTOMERS (COMPANY FOUNDED IN 1949)
AND - OF THOSE HAVING USED IT – ALL ARE UNANIMOUS*

2. UNDENIABLE QUALITY

3. ANCTICIPATION

On the part of the individual using it, they cannot wait to complete the job to admire the rich color tones

4. Overall satisfaction and pride

after seeing the excellent results that were obtained

HIGH LEVEL OF SATISFACTION





SEYMOUR



RICH and VIBRANT colors
for a remarkable finish

EASY APPLICATION



SEYMOUR



EXCEPTIONALLY DEEP COLOR
HUES

UNDENIABLE QUALITY

TO RECAP

OUR OFFER TO THE RETAILER

DISPLAY MODULES WITH MULTIPLE PAINT RANGES OFFERED WITH A VERY SUCCESSFUL AND REPUTABLE NAME BRAND – *OVER 70 YEARS OF EXPERIENCE*

PERSONALIZED MARKETING ASSISTANCE TO SUCCESSFULLY PROMOTE THE RANGE AT THE STORE LEVEL AND ON THE ROAD

WORK WITH OWNER OF STORE IN THE **SELECTION OF PAINTS**

CHOICE OF A 48 OR 64 CAN RACK WITH PROPER SIGNAGE (PERSONALIZED)
AS SHOWN 11 X 17 plastification – store front



THANK YOU

Paint and display modules available at

Pieces et Moteur National

9389 De Meaux

St – leonard

Presented by Johnny Spineto – Commercial director

Official agent for Quebec



Not all paints are created equal!