

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?



- Construction hydro crews marking paints

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





Multiple opportunities – poster 11x17 Example – H.D. truck segment – (as illustrated french version)





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





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



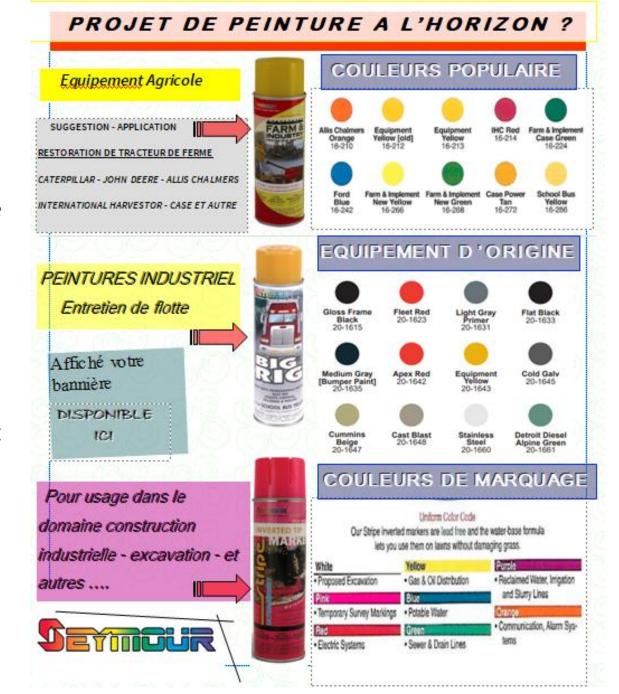


Color chart and category illustrated

Placed on the top of the 64 can metal display

Assisting consumer with his paint choice

(french version as illustrated)





PRESENTOIRS VARIE - SALLE DE MONTRE

INDUSTRIELLE - USAGE DOMESTIQUE

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 IN1949)

AND - OF THOSE HAVING USED IT - ALL ARE UNANIMOUS

2. UNDENIABLE QUALITY

3. ANCTICIPATION

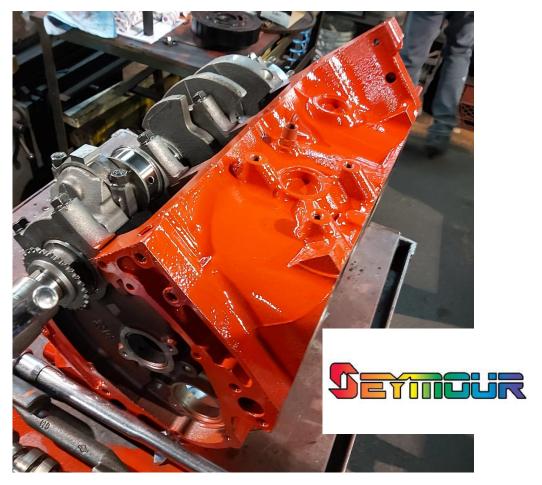
On the part of the individual using it, they cannot wait to complete the job to admire the rich color tones

4. Overall satisfaction and pride

after seeing the excellent results that were obtained

HIGH LEVEL OF SATISFACTION





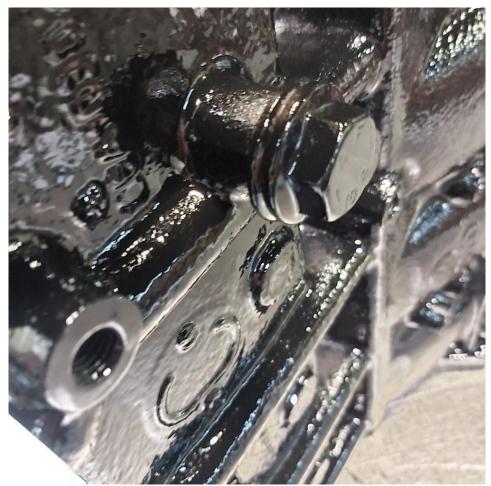
RICH and VIBRANT colors for a remarkable finish



EASY APPLICATION







EXCEPTIONALLY DEEP COLOR HUES

UNDENIABLE QUALITY

TO RECAP

OUR OFFER TO THE RETAILER

<u>DISPLAY MODULES</u> WITH MULTIPLE PAINT RANGES OFFERED WITH A VERY SUCESSFUL AND REPUTABLE NAME BRAND – OVER 70 YEARS OF EXPERIENCE

<u>PERSONALIZED MARKETING ASSISTANCE</u> 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



Presented by Johnny Spineto – Commercial director
Official agent for Quebec





Not all paints are created equal!