

POSITIONING YOUR PAINT PROGRAM FOR GROWTH

Do it Best Partnership & Sherwin-Williams for More than 65 Years!




- Do it Best paints manufactured by North America's largest paint company
- Research & innovation technology leadership
- Dedicated Do it Best quality paint team
- Executive paint forum & field training
- Exclusive on-line paint training & certification
- High quality paint, complete product offering, & promotions
- Proven program to sell more paint

Making the Best Even Better!





Interior & Exterior Paint Designed for DIYers & Professionals

BEST LOOK
PAINT AND PRIMER IN ONE



OUR FINEST PAINT!
A premium paint & primer in one paint coating that offers excellent performance, stain resistance & scrubability. A premium brand formulated with higher pigment load for excellent hide.

COLOR SOLUTIONS
SELF-PRIMING

Ideal for Consumers seeking quality paint that provides dependable performance. Color Solutions® Self-Priming paint eliminates the need to make separate purchases of paint & primer.




MASTER TOUCH

Formulated house paint for contractor application. Good quality at a value price, economical finish, and great for touch-ups.







Interior Paint Comparison



Our products provide exceptional appearance & durability to satisfy the customer.

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Do it Best Brand	EGGSH/LL / COLOR DIB #177777	Competitors Brand
		
		
		

Do it Best Specialty Coatings Deliver Long Lasting Results

Meeting customer needs by tackling everyday projects to beautify & protect.

- Interior Wood Stain**
- Porch & Floor Enamel**
- Exterior Deck Stain**
- Field Marking Paint**
- Concrete Stain**
- Industrial Enamels**
- Traffic Marking Paint**









Exterior Stain Program

NEW! UPDATED LOOK
Available July 2013

From solid to semi-transparent our stains protect & beautify your deck or siding project.

- Solid Color Deck & Siding Stain**
 - Waterborne technology
 - Mold & mildew resistant
 - Designed for composite siding & decking
 - Excellent durability 6-8 years
- Oil Based Semi-Transparent Deck & Siding**
 - Waterborne technology
 - Available in Alkyd/Acrylic formulation
 - Expedites staining projects
 - Excellent durability 3-5 years
- Oil Based Deck & Siding Toner**
 - For exterior surfaces only
 - Beautifies woods natural appearance
 - Excellent wood penetrating protection
 - Mildew resistant
- Solid Redwood Stain**
 - Ideal for porches & outdoor wood fences
 - Exceptional fade resistant color
 - Beautiful color enhances wood texture
 - One coat stain






Trusted Quality, Proven Results... Now Even Better!



PLACE YOUR ORDER TODAY!
SIGN UP & take advantage of all promotional opportunities to reach customers, sell more paint, & create excitement in your store!

2013 Do it Best Promotion Calendar for Liquid Paint



Talk to your paint development manager today about promotional tools available to you:

- Theme In A Box rebates
- BOGO Promotion
- DIBTV™
- Advertising circulars
- Customer store events

