

Success.



It's what you really want!™

A PPG Brand

Our Reputation Helps You Succeed

Nothing attracts customers like having the Porter name associated with your business. The familiar Porter stripes create an instant confidence that your business offers superior, long lasting products. And that makes each sale easier.



In today's competitive home improvement market, you are known by the brand you keep in stock. For more than 85 years, Porter has remained the first name in premium paints and products. Our exceptional reputation helps you stand out, look good and upsell your customers with minimal effort. Because they know that with Porter Paints, the quality is not only in the formula, it's in the name.

A Popular Brand with a Loyal Following



Since H. Boone Porter blended his first batch of paint in 1921, our dedicated fan base has remained an important part of our formula for success. Generation after generation of professional painters and 'do-it-yourselfers' have insisted on none other than Porter Paints for their homes, offices and specialty projects.

Few other brands can claim such a devoted following. It's a built-in customer base that we take very seriously. We support their proven loyalty with a firm commitment to producing the highest quality products that our customers want, the services they need, and the latest colors to dazzle their imagination.



Blending Technology and Tradition

Porter has a reputation for quality and that means finely crafted paints and coatings that always perform. You benefit from the latest technologies, the highest standards, the most innovative products, and over 1,200 of the most popular shades for your customers to choose.

Better formulation means better value. We design our paints to last longer, retain their brilliance, and resist chipping, peeling and flaking. That means your customers won't need to repaint as often as they would with less quality brands.

Porter's high resin content, finer ingredients, and more solids in every gallon offers superior hiding of old colors.

Your customers get more coverage, with less repainting. That creates a clear value advantage with Porter, and a stronger selling point for you over the competition.



Your Partner in Prosperity

Porter's mission is to consistently supply you with everything you need to succeed. With our deep and extensive product line, you don't just own a paint store, you become a One-Stop Painting Solution for your customers.



And to support your sales efforts, Porter offers you the following customer service advantages:

- **Design Spectrum® Color System** - Lets you quickly display hundreds of colors in dozens of finishes to help your customers quickly decide on the coating and colors they want.
- **ColorVisions Software** - Allows customers to turn their home computers into a virtual color sampling center that sells them on Porter products.
- **ColorNow™ Sampling System** - Makes purchases easier by letting customers test their intuition and cover the guesswork with a Full Quart Of Color.
- **Sundry Products** - Expands each customer's purchase potential by offering a full line of paint-related supplies and merchandise for the Professional, Contractor or home handyman.



Supporting Your Success

People seek out the Porter logo. But we also drive customers to your door with a variety of company-sponsored marketing advantages.

- **Website Store Locator** - Helps internet users in your territory quickly find your store's address and telephone number.
- **Industry & Trade Publications** - Company-paid advertising supporting your product line among those who use it most.
- **ProPower Program** - Giving Professional Painters and Contractors an incentive to stay loyal and connected to their local Porter Paints dealer.
- **Porter Seasonal Promotions** - Helps build the Porter name in your area, and motivates customers to buy now.



• **Co-op Marketing Plans** - Provides you with eye-catching materials you can use to run local advertising in your own market.

Your Back-up Team on Every Job

You know your business. We know our product. We are committed to working with you as partners for your prosperity. Take comfort in knowing you can rely on a full range of dealer support advantages, whenever you need us.

- **Personal Porter Sales Representative**
- **Industry Leading Technical Support**
- **Streamlined Order Processing**
- **'Always In Time' Delivery**
- **Product Training Programs**



It's What You Really Want!™

Porter has the versatility, durability and reliability to tackle any project. Interior or Exterior. Residential, Commercial or Industrial. Large or Small. Whatever the job, Porter Paints is what you really want.

We have the strategies and the experience to establish, promote and grow your business. Whatever the market, Porter Paints is who you really want.

And we have the product lines and promotions that will drive customers to you. Whatever the need, Porter Paints has what you really want.

To find out more about how Porter Paints can make your business prosper, call 800-332-6270. Or visit us online at www.porterpaints.com.

If you're ready for success, Porter Paints is what you really want!



A Global Leader on Your Side

Always a popular regional brand, Porter Paints has grown dramatically as a brand of PPG Industries, a worldwide coatings leader.

Porter Paints benefits from PPG's nearly \$10 billion in global manufacturing resources, its cutting-edge research and innovative coating technologies. From automobiles to airplanes, skyscrapers to the Space Shuttle, PPG scientists have developed the most advanced products for a stunning variety of applications.

This blend of Porter quality and PPG innovation has created a full line of paints that sell themselves. And, you can feel confident knowing that, when you offer Porter Paints, you are backed by many of the world's top coating scientists, color designers and marketing specialists working for you.

Products That Perform



When we say premium, we mean a lot more than surface beauty. Porter Paints are blended for durability and a rich, silky flow. Each gallon is formulated for easy brushing, smooth rolling and consistent spraying.

Porter lets you stock Professional, Premium and Super Premium lines, as well as many Specialty Products for virtually every application. Colors stay bright, even under repeated scrubbing or harsh weather conditions.

We call it Porter Premium Performance, and you'll find this superior surface protection and long-lasting consistency built into every paint and coating we create.

With Porter Paints, your customers always get the look they want, and the consistent quality that will make their job easier.



A PPG Brand

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