# The new Merit Decor, Exciting Windows <mark>ve</mark>nture helps deale<mark>rs</mark> do better business <mark>in window coverings.</mark>

Product Highlights • Dealer Profiles • Lancaster News



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# We're Back

With the return of Sundry Scene magazine, Lancaster demonstrates its commitment to the paint and decorating industry.

Geff Lynch senior vice president of sales and marketing at Lancaster

t gives me great pleasure to present our newest version of Sundry Scene magazine. We have taken advantage of our hiatus to give you a new and improved publication. As in past issues, our focus is to keep you informed of all of the products, companies and ideas that can help you grow your business.

As I write this, fall is gaining a full head of steam, and the leaves are beginning to fall with a vengeance. I always approach this time of year thinking about the coming winter season and all of the things I need to get done around the house before the weather changes. The silver lining in all of this is that we work in an industry that will reap the immediate benefits of everyone facing this same situation.

As the painting season slows, it is imperative to capture as many sales as possible from your customers. At Lancaster, we are working hard to provide you with the tools to do so. Over the coming weeks, your Lancaster rep will be showing you a variety of promotions and new products that can help you secure additional sales and manage your inventory during the upcoming slower months. These include products from new vendors such as Zorr, Aquaphalt, EZ-Pro Texture and W.F Taylor, as well as many more from vendors you already know and trust.

Continuing the theme of capturing more business, make sure you check out the profile of Exciting Windows on page 10. Exciting Windows has now partnered with the Merit Décor Group to bring an unbeatable combination of value and experience to the window treatment industry. Both programs are designed to help you get into the window treatment business, or if you already are, to help you substantially grow your existing window treatment sales.

No Sundry Scene issue would be complete without our dealer profiles. In this issue we highlight two progressive dealers located at opposite ends of the country. It's great to hear how independent dealers are innovating and finding exciting ways to stay competitive, and we are pleased to be partnering with these dealers to help them accomplish this.

We are also excited to announce the dates of our 2015 trade shows, which you will find on the back cover of this issue. We will kick off the year in Hartford, Connecticut; followed by Orlando, Florida; and wrapping up in Las Vegas, where our show will now be located on the floor of the National Hardware Show. All three shows will feature more than 100 vendors offering the best deals of the year.

In closing, I would like to say that this magazine is your magazine. We welcome your feedback and would like to hear from you on ways we can make it an even better publication and business tool for you moving forward. We thank you for your business and look forward to seeing you at the shows! •

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**Sundry Scene** magazine. Published three times a year by Lancaster Distributing, 1310 Union Street, Spartanburg, SC 29302.

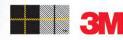


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# By Julianne Will

ltura Paint Center has found its sweet spot by filling its shelves with products the big box stores don't stock.

The San Diego business welcomes homeowners, but they make up only 5 percent of Altura's customer base. Instead, the store is designed like a warehouse, with 4,500 square feet of industrial racks stacked to 12-foot ceilings to serve the painters and contractors who make up the bulk of Altura's business.

And on those racks are products that the professionals can't find anywhere else in the area. "Anything that the big stores don't want to do, we do," says founder and owner Bob Hutchinson. "The big stores send people here because they don't want to deal with them."

Hutchinson grew up in the paint and contracting business. His family managed apartment buildings, and his uncle was a painting contractor. Hutchinson had a small painting business in college to supplement his income. When he graduated from college, Hutchinson took a summer job at Merrill Paint, owned by his grandfather and uncle.

He ended up liking the job and spent eight years working with his family. But Hutchinson was looking for room to grow. So in 1984 he and his wife, Pam, launched Altura Paint Center.

Hutchinson very much enjoys his client base. "Professionals appreciate what you do. They appreciate service, they appreciate the knowledge you have, they appreciate the custom [paint] mixing, and they're not fooled by the big boxes' advertising," he says. "They can depend on



Altura has developed a loyal following among professional painters; Hutchinson finds himself working now with his first customers' sons who have started their own companies.

me, and I can depend on them. It makes for a good partnership."

Altura has developed a loyal following among those professionals; Hutchinson finds himself working now with his first customers' sons who have started their own companies.

The store carries traditional architectural coatings, but it's unique in its lineup of specialized coatings. Altura can even custom tint on the spot.

Their website advertises their ability to provide materials such as a "two-component high-performance coating for the service-bay floors at a car dealership, a zero-VOC green product, an elastomeric waterproofing system for a custom home, or Mohawk products to restore a grand piano."

Their products are often used in industrial

applications and municipal projects, and house flipping has been a big thing in the past five to six years, Hutchinson says. "Commercial has just picked up recently," he says. "The economy is trying to come back. It's creeping in the right direction."

## It Ain't Easy Being Green

ne of the greatest challenges that
Altura has faced over the past 15 years
has been the demand for low- and zeroVOC products. "We're in California, so [the
fact that the government wants] everything
to be green makes things very challenging,"
Hutchinson says.

The first products that met the state's requirements simply didn't work. They were difficult to apply or didn't perform well, and retailers had to refund a great deal of product. "Paint contractors and paint stores are the guinea pigs," he says.

Hutchinson hopes green-industry groups and government agencies take into consideration what the paint industry can and can't do, so that it can catch up to the needs of both homeowners and the environment. "There's still a long way to go to get everything



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Lancaster has been a key sundry supplier for Altura. "They've got a fantastic purchasing system, and their prices are very competitive."

down to zero VOCs," Hutchinson says. "I just hope that we can do it in an orderly manner."

There is hope on the green scene. "We're pretty happy with the products we have now," Hutchinson says. Pittsburgh Paint in particular has been a hit for Altura. They've successfully marketed their low- and no-VOC products to homeowners, who are in turn driving demand with contractors. Their zero-VOC product meets the most stringent environmental regulations nationwide, performs well and hits a reasonable price point, Hutchinson says.

### **Constantly In Contact**

ltura marketed to their clients with mailers for 30 years, but for the past four years they have emailed their specials via the online marketing company

Constant Contact. More of the guys are getting used to checking their email, Hutchinson says. If they're not on the list, they come in and ask to be on the list.

But perhaps most importantly, the team at Altura is constantly talking to customers on the floor, sharing knowledge and getting important product feedback.

"We talk to the guys. It's pretty social out here," Hutchinson says. "Most guys are in two to three times a week, so we stay pretty connected to what they want."

The company lets customer demand shape the ever-changing inventory. "Our product mix is always evolving because we have to be wherever the big stores aren't," says Hutchinson. "We have to fill the gaps that the other stores aren't filling for the painters. We're always on the lookout for what the other stores aren't doing."

Lancaster has been a key sundry supplier for Altura. "They've got a fantastic purchasing system, and their prices are very competitive," Hutchinson says. "It's been a very rewarding experience to have them as a supplier."

Altura's strategy for the next five years is based on being nimble. "We try to stay flexible with what we sell. We can see trends quicker than the bigger companies do. We can stay ahead of what the bigger companies are doing," Hutchinson says.

He has a strong team in manager Chico Amely, floor specialist Dennis Erwin, computer specialist Josh Hansen and Chris Perez in shipping. Together, their focus is simple, Hutchinson says: "Keep selling paint." ◆





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# Window into a New Market



The Exciting Windows venture helps paint stores get into the business of window coverings.



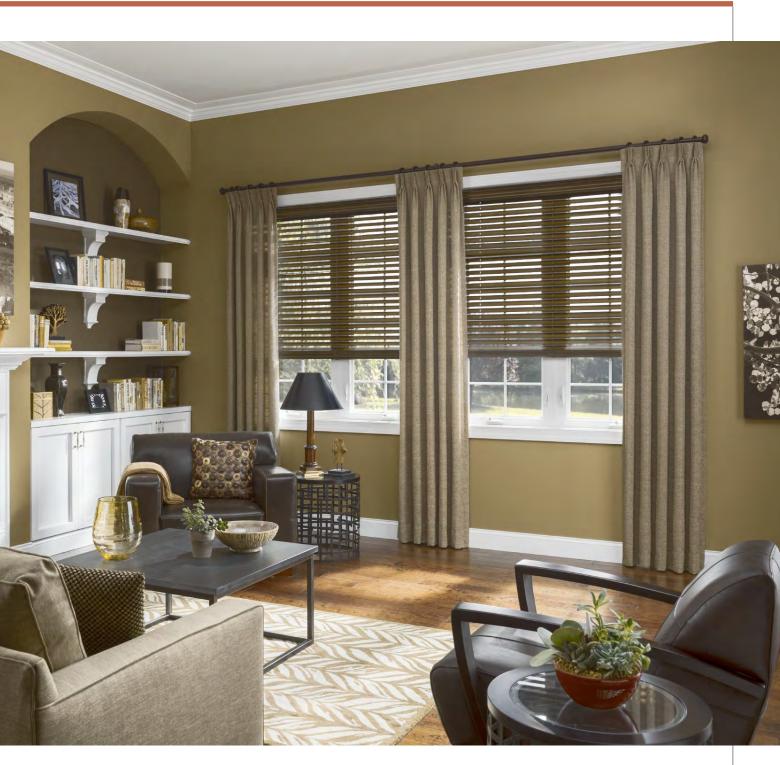
By April Corbin

hen Steve Butler bought his independent paint store a year and a half ago, he quickly saw the potential for growth on the décor side of business.

"We were mainly focused on paint with a small component of decorating," he says of his business, Columbia Paint in Columbia, Maryland. "When I looked at the market, I saw we'd have to sell a heck of a lot of paint

to grow. I can only sell so many gallons of paint, roller covers and paintbrushes. Decorating is the largest growth opportunity we have."















Butler isn't alone in his thinking. More and more independent paint stores are embracing the décor side of their businesses in an effort to increase their profit margins and provide a well-rounded experience for their expanding customer bases.

> "It makes us more of a destination for customers," adds Butler. "It makes us different. You have to have a niche. You have to be a little different these days."

Luckily for Butler and other forward-thinking business owners, embracing décor is easier than ever, thanks to the launch of a joint venture partnership between The Merit Distribution Group and Exciting Windows.

Paint professionals will recognize The Merit Distribution

Group as a wholesale distributor of paint sundry, hardware and drywall-related products that does business through its Lancaster, Merit Supply, Merit Trade Source and Merit Pro trade names. The Exciting Windows organization services the independent business owners who sell window coverings.

The partnership positions Exciting Windows as an integral part of the Merit Décor Group, a division of Lancaster. The new partnership's objective is to give business owners who have primarily dealt in paint the opportunity to learn about window covering products. Then it trains those professionals in how to best sell those products.

Paul Van Noy, the managing director of The Merit Décor Group, says the pairing of the two groups is a natural fit.

"In many instances, when people paint, the window coverings come down, or they'll use painting as an opportunity to replace their window covering. It's a natural opportunity





when a paint store is selling paint to ask a customer what they are doing with their window coverings. It's an opportunity to sell another product," he says, adding that this is especially true for customers of higher-end paint products.

Exciting Windows CEO Steve Bursten agrees.

"Paint stores already have the advantage of being seen as a respected color source," he says. "Once they get training and knowledge [in window coverings], they can better compete. That's a huge asset to their business."

Bursten continues, "The bottom line of this partnership is it's a great opportunity to help window coverings become a major part of paint and decorating centers. What we want to accomplish is to bring Merit Décor customers a greater profit in their business, both at their store and in the home."

### **Spotting Opportunity**

pecialized in-home consultations and follow-up sales are where many paint stores achieve their highest rate of profitability, Bursten says. One factor that contributes to these higher profit margins is that every window, and therefore window treatment or covering, is unique. This makes every window covering a custom product.

"It really is a custom business," explains Van Noy. "You have to measure. Between installation and drywall and casing and woodwork. One could be a half-inch wider or narrower than another, depending on the carpenter. Those little things become critical."

Most store owners seem to understand this. According to Van Noy, a survey of the independent dealer base was conducted to determine what steps owners and managers were taking with their decorating products prior to the launch of the Merit Décor, Exciting Windows joint venture.

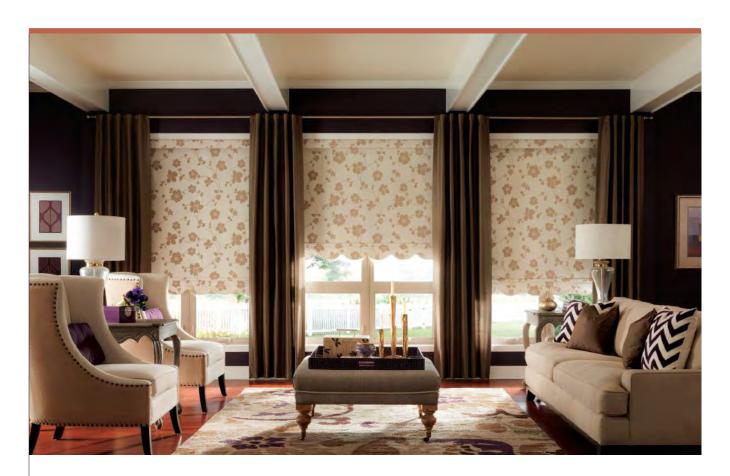
Results revealed that about 800 dealers were selling flooring products and another 800 were selling window treatments. More were selling wallpaper offerings. "We saw there is a good base of people who are already concentrating in these categories," says Van Noy, "but Lancaster wasn't helping them."

Now, he added, they are.

Van Noy says the results of the study helped confirm the need for a partnership that would









assist business owners in this area. Too many independent paint stores simply haven't had access to the resources needed to successfully break into the window coverings market, or they haven't been able to set aside the time to learn the industry.

"We know it's a challenge for an owner," says Bursten. "They have a full-time job right now running the store. They are supervising their employees. All that can make it difficult for them to get away [to attend courses that train them to sell window coverings]. It can make it tough to see the value."

Knowing this, Bursten says this group is constantly tweaking and adapting Exciting Windows courses in order to meet the needs of paint stores owners. This includes offering more individualized scheduling and flexible online courses, as well as making available unlimited personal tutoring via phone or email.

### **Well Worth Learning**

Proven invaluable to their business.

Tiffany Massing was a newcomer to selling window coverings when she started her job as the design consultant at Dunn Hardware in Richmond Heights, Ohio. She didn't know anyone to ask for insights and tips on how best to sell the products. She says the guidance and professional growth opportunities she found through Merit Décor helped build her confidence and increase her sales.

"I thought I could satisfy 90 percent of my clients with two lines. I didn't know I needed anything other than those," says Massing. "Then I talked to [Merit Décor national sales manager] Laura Burke, and she's been absolutely fabulous, so knowledgeable. She's turned out to be an invaluable resource for me."

After tapping into Burke's institutional knowledge of the industry and its products, Massing slowly expanded her offerings, and customers have responded favorably. She also lowered the costs of many of her samples and products.

"New customers seem to be opening up to me as I add more product lines," Massing reports. "Business has been increasing fairly dramatically."

Her goal now is to figure out where to curb her growth. Though she has realized that customers enjoy options and expect her store to be a one-stop shop for all things décor, she doesn't want to overwhelm them with repetition.

Bursten says one of the biggest benefits of the Exciting Windows program is its ability to apply

to businesses of any size. Even those without an established décor department can work their way toward one.

Butler, the independent store owner in Columbia, praises that aspect of the program. "I don't know a whole lot of groups that are willing to do that. They'll develop plans for people who just want to dabble in this or that. They ask how interested you are. If you want to make \$500,000, they'll come up with that plan."

Sonia Garcia, the décor manager at Boone Paint & Interiors in Boone, North Carolina, took the Exciting Windows Professional Window Coverings Sales course in August. Less than two months later, she is already hoping she has the opportunity to take the class a second time.

"There's so much to take in," she says. "I was scribbling and writing notes down the whole time, but I know I'd get something new out of it if I went back. It was really an amazing class."

Garcia adds that much of what she learned could be applied not just to window coverings but also to every aspect of Boone's décor department.

"It was hands-on, getting to speak to people who've been in the business for decades, and being able to talk with them," she says. "It showed us how people are able to make more money. Tips like how to put together a portfolio, how to let people know about your business,

helping out your community, and forming bonds and building relationships so that customers will want to come to you even if you can't beat somebody's price."

# The Outlook is Bright

his is why Exciting Windows describes what they offer as a "complete and proven business system," says Bursten. It's not just about trends or small spikes in the market. It's about long-term growth and keeping businesses afloat by helping them reach and keep customers.

Van Noy and Bursten say they hope more business owners will embrace the shift toward décor, especially window coverings. Not only because a resource exists, but because the timing is right in the market overall. Customers are increasingly more open and excited about all areas of décor.

"It does seem like people are spending more money on their homes again," says Massing. "It seems like some people are deciding to stay in their homes and renovate instead of moving. And now that they feel a little more economically secure, other people are finally getting around to those renovations they've been putting off." •

For more information, please contact Laura Burke at Laura. Burke@lancasterco.com.



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# Prefie Fall 2014

# A Heart for Their Neighborhood

**Loconsolo stands** out with great customer service and community



By Julianne Will

rooklyn is a tough place in which to run a business. The Brooklyn real estate market is hot right now, and competition among retail operations is driving up the rent per square foot. Price shopping is more prevalent in Brooklyn as compared to the majority of other U.S. paint markets, so margins are very tight and efficiency is a must. But Jack Loconsolo & Co. Inc. has found a way to carve out a niche that's less about dollars and more about sensing customers' needs.

"Providing top quality service is our primary focus," says Jonathan Chiaro, executive vice president of Loconsolo. "We don't look at the dollar amount of a sale but at the customer's experience throughout the entire transaction. We've noticed that many of our customers visit us after receiving poor service at competitors' stores. We welcome this as an opportunity and typically convert this to a long-term customer."

Loconsolo is a long-term business. It was founded by Chiaro's grandfather, John Loconsolo, in 1953 and incorporated in 1991. Originally the business was intended to be an efficient source of painting supplies for the national painting contractor business that John and his father, Jack, began in 1922, painting many well-known public and private institutions including subway stations, churches, the World Trade Center towers and bridges in a variety of states from New York to Florida.

Now in its fourth generation, the business remains family owned and operated: Today

The first store at Coney Island Avenue has been a vital part of its community, especially in the aftermath of Superstorm Sandy, the deadliest and most destructive hurricane of the 2012 Atlantic hurricane season.

Jonathan and his cousin Paul D'Auria oversee all operations, and Loconsolo is still growing—last year they expanded to their first new location at 2211 Avenue U in Brooklyn.

The first store at Coney Island Avenue has been a vital part of its community, especially in the aftermath of Superstorm Sandy, the deadliest and most destructive hurricane of the 2012 Atlantic hurricane season.

"Our local community was tremendously affected," Chiaro says. "We have made every effort to provide them with as much help through their difficult time as possible. We worked closely with Benjamin Moore to provide truckloads of free supplies and on-the-ground volunteers to the areas of Gerritsen Beach, the Rockaways, Coney Island, Manhattan Beach and Staten Island. There were many local organizations that we made donations to, including a local church and the New York Aquarium."

Customers still come in for paint to clean up what Superstorm Sandy left behind. They receive special discounts from Loconsolo.

Immediately after the storm, Loconsolo was more than a source of paint and sundries. Their staff and Benjamin Moore, which was founded in Brooklyn in 1883, volunteered in teams, going door to door in affected neighborhoods giving out supplies and advice on painting, mold remediation and cleaning. The Loconsolo staff also spent one Saturday in the local community of Broad Channel cleaning up the debris in yards and basements for about 10 homes.





From left to right: Mark Klebanov, Sales Consultant (20-plus years); Antoinette Chiaro, Design Consultant; John Loconsolo, President; Paul D'Auria, Vice President of Operations, CTO; George Saltachin, Store Manager (28 years); Jonathan Chiaro, Executive Vice President; Umedjon Usmanov, Sales Consultant

"We saw a community really come together," Chiaro says. "Benjamin Moore really stepped up. That was a wonderful collaborative effort."

Chiaro is also proud of his relationship with Lancaster. "Lancaster has been an important partner for us to work with to support the sundry needs of our customers," says Chiaro. "Their broad product offering and flexibility in working with us has been helpful to us by allowing us to keep an efficient supply flow." He expects the relationship to continue to grow as it has in past years.

As his customer base expands along with Brooklyn's population, Chiaro will need the support of partners like Lancaster. Loconsolo serves homeowners, contractors, schools, hospitals, churches and temples and other organizations in their surrounding neighborhoods. "We have a balanced retail presence with a strong commercial sales department," Chiaro says. "We believe a diversified customer base has allowed us to weather difficult economic conditions."

Loconsolo has a multicultural customer base including Eastern Europeans, Hispanics and native Brooklynites. Their salespeople are multilingual.

The original store is 2,500 square feet, with approximately a quarter of the space dedicated to a decorating showroom with Benjamin Moore's most popular color displays. A 5,000-square-foot warehouse and 1,000 square feet of office space complete the facility.

Benjamin Moore products and color pallets are the main attraction, Chiaro says, but Loconsolo's decorative product selection is truly distinctive. The lineup includes Modern Masters metallic paints, architectural textures, theme paints, blacklight paints, glazes, varnishes and crackles, as well as various specialty stuccos.

"We offer many unique paint and decorating products that competitors do not," says Chiaro. "We must continually find the newest products on the market that will keep our customers interested in renovating their spaces."

But the biggest selling point at Loconsolo remains

great customer service. "Our greatest challenge is to continue providing the quality service to our customers that they expect," Chiaro says.

They're constantly looking for new opportunities for growth. And they're working on developing their procedures so that they can duplicate them as they open more outlets. "We focus our attention on building long-term relationships with our customers, which we have seen develop into increased business," Chiaro says.

New staffers are trained for as long as a year before they're given their own terminal. And managers have 20-plus years of experience. Chiaro is seeking to foster a culture of courtesy, reliability, convenience and customer satisfaction.

"We have a very friendly attitude, a warm and welcoming attitude with all of our customers, regardless of who they may be or how big their purchase," Chiaro says.

The effort is paying off: "People know us very well. We have customers who will travel from Staten Island—pay the toll just to come and shop with us," he says. "That says a lot." ♦



# I LANCASTER Fall 2014 CONTROL OF THE PROPERTY OF THE PROPERTY

# THE LATEST INDUSTRY HAPPENINGS

The Merit Distribution Group Acquires Dynamic Paint **Products** DYNAMIC /leri1 Distribution

he Merit Distribution Group announced on Aug. 25, 2014, the acquisition of Dynamic Paint Products, a 40-year-old family-owned distributor and manufacturer of paint-related products based in Toronto. Originally named Mumby and Associates, Dynamic had once mainly served the Toronto area but in recent years has seen exponential growth throughout Canada. Dynamic's paint-related products are sold throughout the world.

Dynamic will move forward as a wholly-owned subsidiary of the Merit Distribution Group. James Mumby will continue in his role as president and will oversee Dynamic's Canadian and international business.

Mitch Jolley, CEO of the Merit Distribution Group, said, "The addition of Dynamic significantly enhances our distribution footprint. With warehouse facilities now located in Canada, we are positioned better than ever to deliver high quality products and services to our customers. It is with great enthusiasm that we welcome James and his team to the Merit Distribution Group. Their experience, knowledge and leadership will be a great asset to our mutual customers and vendors."

"We are excited to be part of the Merit Distribution Group team," said James Mumby, president. "We feel there are significant synergies in this acquisition that will assist us in better servicing our customers' needs by leveraging our 40 years of market knowledge along with the knowledge and leverage that Merit brings to our organization."

# PaintCare Programs Set to Kick Off

in Colorado and Maine

aintCare Inc., a nonprofit organization established to help paint manufacturers plan and operate paint stewardship programs, has programs set to start in Maine and Colorado sometime in 2015. The American Coatings Association, a trade association of the paint manufacturing industry, created PaintCare. Working with state and local governments, the ACA passed the first paint stewardship law in the United States in Oregon in 2009. This legislation resulted in a pilot program to manage post-consumer-or leftover-paint. Seven more states have since passed paint stewardship laws similar to the one in Oregon.

Today, the Oregon program is no longer a pilot program. Legislation passed in 2013 made it permanent.

In addition to the new programs for Colorado and Maine, PaintCare already has programs in California, Connecticut, Oregon, Vermont, Rhode Island and Minnesota. They expect similar legislation to be introduced in several other states in the next few years.





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# Save the Dates

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# Saturday, January 24 – Sunday, January 25

2015 Lancaster Trade Show, Hartford Connecticut Convention Center 100 Columbus Blvd. Hartford, CT 06103

# Saturday, February 14 – Sunday, February 15

2015 Lancaster Trade Show, Orlando Disney's Coronado Springs Resort 1000 W. Buena Vista Drive Lake Buena Vista, FL 32830

# Tuesday, May 5 – Thursday, May 7

2015 Lancaster Trade Show, Las Vegas Las Vegas Convention Center 3150 Paradise Road Las Vegas, NV 89109

# **April 2015**

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# BRDGHT\*DEAS

Product highlights from Lancaster's inventory



# Two Big Shows, One Big Location

n May 2015, the Lancaster Trade Show will be co-located inside the Las Vegas Convention Center along with the National Hardware Show. We'll see you there! Our p. 26 story on Reed Exhibitions has more information.

# Wooster Tool Holder

he patent-pending design makes non-threaded tools instantly compatible with extension poles. Wooster Lock Jaw™ securely holds paintbrushes, roller frames, scrapers, flashlights or any item up to 1 3/8-inches diameter. Nine different positions provide an adjustment range of 160



degrees. It works with standard threaded and no-twist Wooster Sherlock GT® poles. It's professional quality but priced comparable to lesser-quality tool holders! Mfr code F6333. For more information, see the one-minute video: http://www.woosterbrush.com/Education/Videos/LockJawToolHolder#LockJawToolHolder









for many years.
The EndRot Kit contains enough material to repair a window or door. For more details about the EndRot System, visit our website at www.systemthree.com. UPC Code: 6-46697-00138-0

# Wooster Roller Gauge System

pread, gauge and back roll—eliminate the squeegee process!
Directly control mil thickness of the coating with these patent-pending
Wooster endcaps. Use with 3/16-inch nap rollers to easily apply floor or roof coatings like epoxies, urethanes, antiskid floor toppings and vapor barriers.
Mfr code R082 yellow for thin films,
R083 red for medium films, and R084



blue for thick films. For more information, go to http://www.woosterbrush.com/PressRoom/ArchivedNews/RollerGaugeSystem

# Wooster Triangular Duster

ew in the warehouse! Wooster AeroDuster™ features specially treated yarn to collect and trap dust, cobwebs, sawdust, even pet hair. The unique 9½-inch triangular shape easily reaches into corners,



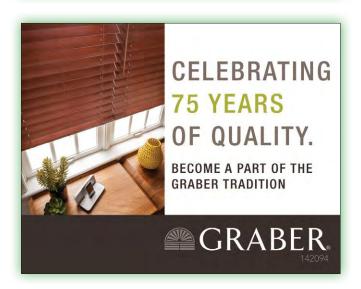
above doorways, under furniture and along baseboards. Shake it out to clean—no wetting or washing needed. AeroDuster instantly connects to the Wooster AeroSander base (sold separately). The strong, lightweight base has a 360-degree pivot for full surface contact. Mfr code 1807. See our 30-second video: http://www.woosterbrush.com/Education/Videos/AeroDuster#AeroDuster

# Liquid Nails®

**Extreme Heavy Duty Construction Adhesive, LN-907** 



his adhesive is an interior/exterior grade, low solvent, high-strength construction adhesive designed to provide outstanding adhesion and durability in bonded assemblies. It offers an extreme application temperature rating from 22 F to 120 F and the ability to withstand high shear stresses up to 700 psi once fully cured. It's recommended for a wide range of construction materials and meets the subflooring APA AFG-01 specification for subfloor installation.



# GE Max Stretch Sealant

ompare our stretch. Maximum Stretch: 800% elongation; spans up to a 2" gap. Paint Friendly: won't cause paint to crack, fade or change sheen. Exceeds ASTM C920 class 35+/-35% joint movement. Exceeds ASTM C834 – 18C for better flexibility in most temperatures. Indoor/outdoor. Low VOC.

SKU - M90044 White

SKU – M90045 Clear

SKU - M90047 Gray

SKU – M90048 Woodtone NOW AVAILABLE IN ALL LANCASTER

DISTRIBUTION CENTERS



# Spettight Spettight

# Reed Exhibitions

The National Hardware Show may be 70 years old this May, but thanks to a little remodeling by Reed Exhibitions, it's as fresh as ever.



osting The National Hardware Show is no small job. The annual event includes more than 2,800 exhibiting companies, more than 27,000 industry professionals, and occupies more than 1 million square feet of real estate in the Las Vegas Convention Center.

In fact, Reed Exhibitions spends 15 months planning for each year's show. "We have a dedicated team working on the event yearround," says Richard Russo, industry vice president at Reed Exhibitions. The company has more than 100 staff members involved in the planning, management and production of the show with a core staff dedicated to the event all year. Hundreds of outside vendors, contractors, associations and partners also support the effort.

Each year, tens of thousands of industry professionals attend to discover the latest products and trends in the industry. "It's our job to find out which exhibitors are launching new products, what these new products are, and how can we make it easy for the buyers and media to find them at the show," says Russo. "This year we're working on a personalized matchmaking program for each buyer through our registration process to create a list of companies and products that buyers are looking for and a roadmap of where they can find them."

So what's new for the show in 2015? Plenty.

"We're happy to announce that in 2015 the Lancaster Buying Show will be co-located inside the Las Vegas Convention Center along with the National Hardware Show," says Russo.

"For several years now we have received feedback from both manufacturers and buyers that they would like to see these two events closer together to allow for a seamless transition between them," says Russo. "Since we're expanding into the South Hall this year, now we can truly co-locate with Lancaster.

"The seamless proximity of these two events will provide a one-stop shop for buyers looking to source the newest products in the paint and accessories category. Focusing on big brands, innovative new companies and new products, both Lancaster and the National Hardware Show will be *the* gathering place for the paint industry in 2015."

"That's not all though," Russo continued. "It's our 70th anniversary, and we still have a few surprises in store," says Russo. "Stay tuned for more information!"



# You're Invited

THE NATIONAL HARDWARE SHOW TURNS 70 THIS MAY!

MAY 5-7, 2015

Las Vegas Convention Center | Las Vegas, NV

# JOIN US AS WE CELEBRATE 70 YEARS

of bringing the hardware industry

NEW PRODUCTS, NEW SOLUTIONS,

and NEW CONNECTIONS.

RSVP TODAY
NATIONALHARDWARESHOW.COM



SAVE THE DATES!

# CONNECTICUT **CONVENTION CENTER**

SHOW DATES

Saturday, January 24 - Sunday, January 25, 2015

### LOCATION

**Connecticut Convention Center** 100 Columbus Boulevard Hartford, CT 06103 Phone 860.249.6000

### **SHOW HOURS**

Saturday, January 24 • 1:00pm - 8:00pm (Dinner Provided) Sunday, January 25 • 9:00am - 3:00pm (Breakfast and Lunch Provided)

# **DISNEY'S CORONADO SPRINGS RESORT**

SHOW DATES

Saturday, February 14 - Sunday, February 15, 2015

### LOCATION

Disney's Coronado Springs Resort 1000 West Buena Vista Drive Lake Buena Vista, FL 32830 Phone 407.939.1000

### SHOW HOURS

Saturday, February 14 • 10:00am - 6:00pm (Lunch Provided as well as Dinner & Show at the Indiana Jones™ Epic Stunt Theater at Disney's Hollywood Studios®)

Sunday, February 15 • 8:00am - 12:00pm (Breakfast Provided)

## 2015 VEGAS TRADE SHOW Information coming soon.



## **SHOW CONTACT**

1310 Union Street Spartanburg, SC 29302 Phone 864.699.3533 • Fax 864.542.1315





