

Quarterly Newsletter

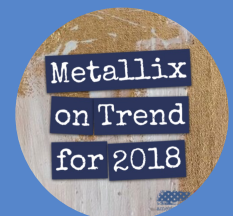
What's New with American Paint Company?



Better Homes & Gardens - DIY
APC's in the January 2018 DIY issue!



Help APC Reach More People
Follow, Like, Comment and Share APC Posts!



2018 Trends
Pantone Color of the Year is 'Ultra Violet' (APC's Purple Rain, Prairie Petal)

Want to grow your sales in 2018?

SIGN UP NOW for the APC Retailer Challenge (it's FREE!)

JOIN TODAY! * fudwholesale.com/challenge *****

Get inspired to grow your APC Paint sales during our 8 week Retailer Challenge. We'll be giving away FREE Prizes, FUD \$Checks, and Facebook Ads to contest winners. Learn more at FUDwholesale.com/Challenge.

1

DEADLINE

Sign up for the FREE 8 Week APC Retailer Challenge by Friday, February 16, 2018.

2

DISPLAY CONTEST

Share display ideas, transform your APC Display, and win cool prizes for best display.

3

WORKSHOPS

Get new workshop ideas and win free local Facebook Ads for your upcoming workshops.

Welcome to the Experience Economy!

Why now is the best time to create an exciting in-store experience.

In today's retail landscape consumers are spending more money online than ever before.

Amazon has once again beat its own sales record this year, and said customers ordered "hundreds of millions of products" from Thanksgiving through Cyber Monday.

As an independently owned brick and mortar store, how can you compete?

The good news is that you have something to offer your customers that online retailers do not...An In-Store Experience.

Your customers are looking to you to provide personalized service, local expertise, and create in-store experiences for them to be a part of.

Carrying APC in your store gives you the ability to offer a workshop experience, provide local expertise and build actual human relationships with your customers that they can't find online.



3 Tips to Creating an Experience for Your Customers:

- 1 **EXPERTISE** - Open a can of Paint and play with Finishes so you can help your customers get the best results on their next project.
- 2 **WORKSHOPS** - By offering exciting workshops, you're already offering the one thing online stores can't!
- 3 **SERVICE** - Gain confidence with the APC selling Features & Benefits so you can strike up meaningful conversations, answer customer questions, and provide personalized service.

\$500 REFERRAL PROGRAM*

American Paint Company is looking for qualified businesses to join the Retail Team in 2018.

If you love APC paint and the support you get from the FunkedUP team, then help us grow by referring other retail businesses!

Email us the name and contact information of a retailer you think might be interested in APC, and if they sign up, **you'll receive a \$500 FUD Credit** to apply to your next order!

