

Quarterly Newsletter

What's New with American Paint Company?



The 'Beat The Frost' Program is Back

Get stocked up for winter with **FREE SHIPPING** or **TERMS**, and get up to 4 payments with our Interest Free Payment Plan!

When winter hits this year, it's going to hit hard! Last year, many orders were put on hold due to cold weather. Don't miss out on sales during peak season because you're out of paint! Take advantage of our interest free terms or free shipping offers and avoid 'Old Man Winter'. (Order by Nov 15)

1

ORDER \$400+

Get FREE Shipping OR 3 equal monthly payments!

2

ORDER \$1,200+

Get FREE Shipping OR 4 equal monthly payments!

3

ORDER \$2,000+

Get FREE Shipping AND 4 equal monthly payments!



3 Sizes Now Available!

ALL APC Colors are now available in PINTS!



APC Color Book

New design with updated project pictures!



New Marketing Materials

Ask about our NEW Laminated Placemats & How To Guide!

The Mini Workshop Kit

Introduce your customers to **Clay/Chalk/Mineral Base Paint** and let them experience the APC difference!

The **Mini Workshop Kit** is a branded APC box that you can stock and sell off your shelf. It's perfect for customers that need a little help getting started with APC for the first time.

It includes ALL of the supplies they need (including a Vintiquities brush!), detailed project instructions, and 3 projects!

The **Mini Workshop Kit** is a wonderful introduction to APC, and allows your customers to experience the difference between our all natural clay based paints, vs most other latex brands.

It's an IMMEDIATE sale to beginners who might be too intimidated to take a live workshop...or, allows people to immediately get started using the paints if you don't have an upcoming APC 101 Class on your schedule.

It doesn't include the APC products inside the box, so you can sell them from your display!



What's included in The Mini Workshop Kit?

- 1 **PROJECTS** - Includes wood picture frame, small glass mason jar, small terracotta pot.
- 2 **SUPPLIES** - Includes distressing rag, sand paper, foam brushes, stir sticks, plastic dishes, and plastic spoons.
- 3 **INSTRUCTIONS** - Includes 3 detailed instruction cards; How to Paint, Distress and Seal using APC!
- 4 **PRODUCTS** - (not included) We recommend selling; (1) 8oz Top Coat, (2) 4oz Pots.

20 APC RETAILER VISITS THIS FALL!

Merlin and Ronda Lewis took to the road this fall to meet and visit with 20 American Paint Company retailers in Wisconsin, Michigan, North Dakota, South Dakota, and Minnesota.

As senior partners with FunkedUP Distribution, Merlin and Ronda have just completed their third trip to visit retailers in the Western, Eastern and Midwest regions in the past 18 months. There are still many more retailers to see, and they look forward to meeting you in future store visits.

