

# NEWSLETTER

What's new at The American Paint Company

## COLOR OF THE WEEK SCHEDULE

Be sure to join in the 'Color of the week' fun and get your customers involved too! Here are some ideas to get you started!

- ★ Share projects with the Color of the Week on social media
- ★ Offer an in-store discount on that Color
- ★ Run your own contest on your page using the 'Color of the week'



## MARKETING GOODIES

Did you know we've got loads of images that you can download and use, FREE of cost to you!? Whether you are new to the APC family, or have been with us for some time, you'll find an image, poster, sign-up sheet, email script that can help boost your business. You'll also find many marketing resources if you follow the Paint Therapy Workshop System!

### february

- 2 - Fireworks Red
- 9 - Romance
- 16 - Kootenay Merlot
- 23 - Country Barn

### march

- 2 - Grassy Lake
- 9 - Nana's Cupboard
- 16 - Canadian Shield
- 23 - Fresh Mint
- 30 - Liberty

### april

- 6 - Amaize-ing
- 13 - Sea Foam
- 20 - Surfboard
- 27 - Soulful

## HOW TO ACCESS MARKETING MATERIALS:

- ★ Login to your Fudwholesale account
- ★ Scroll down until you see the second menu set on the left-hand side of the screen.
- ★ Click on **Color of the Week**, **Marketing** or **Paint Therapy Marketing** to access marketing materials.



# IN CASE YOU MISSED IT!

Over the course of the past month, we've shared a few emails with tips to promote your business and APC. These are some of the things you may have missed:

## THE APC COLOR BOOK

Did you know that the digital version of the book has been downloaded from the APC home page thousands of times?! When the APC Color Book was created, it wasn't necessarily for consumers. Instead, it was created with the intention of helping APC Retailers inspire and engage with their customers. We've created a couple of FB posts about the Color Book on our page. We encourage you to share these posts with your following to help inspire your customers and get them into your store!



## CONTEST CARD WINNER



We wanted to congratulate our Contest Card Winner, Leila Brosseau, who purchased her APC goods from Buds n' Blooms! Leila repurposed some super tall shelves to custom-make an entertainment unit to fit her large wall. You can check out more details on her project on our blog!

Make sure you're sharing those contest cards with your customers! They can win a \$100 gift box worth of APC products, and you get lots of attention on our blog and on social media!

## WINTER BLUES SEASON

It's the winter blues season and people are looking for some respite! Now's the perfect time to get people out of their homes and into your store, participating in Paint Therapy Workshops!

**A WARM WELCOME TO OUR NEWEST RETAILER!**

**Carrie @ Nature Ammil**

## RETAILER TIPS & TRICKS

Hey retailers! If you've been around a long time, we look forward to hearing your tips and tricks!!

[Click here to teach us!](#)



**NEW KNOBS!  
CLICK TO ADD  
TO CART!**

