

PAIN**T** & DECORATING

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RETAILER

Start With Quality

How to Talk to Customers About the Benefits of High-Quality Paint 38

Intermountain
Paint Centers 34

The Big Picture

Gold Beacon Touches Generations

In October, the Holy Virgin Protection Russian Orthodox Church in Nyack, New York, reinstalled two gleaming cupolas after a five-month restoration project that involved nearly 270 square feet of gold leaf. The gold-domed church was built in the late 1950s and the cupolas were last gilded in 1976.

Church council member John Paschenko, who led the project, had a special connection to the cupolas: His relative helped build them in the 1950s, and his grandmother applied gold leaf during the last restoration.

After restoring the damaged areas of the cupolas, volunteers applied squares of patent leaf and ribbon leaf. The gold leaf used was 23 ¾ karat Rosenoble gold leaf.

“A properly applied high-karat, heavy gold leaf has the potential to last for decades outdoors,” says Jennifer Longworth of Sepp Leaf Products Inc., which supplied the materials.

With a high-quality product and the dedication of several parishioners, the gleaming cupolas on the Hudson River will be around for generations to come. ◀

On the Cover

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Spending Quality Time

Guiding customers toward products that ensure easy application, lasting durability and a sound investment can be a complex task. Learn new ways to motivate customers to look beyond price and choose quality materials.



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Explore the Unknown

Help your customers discover less common paint applicators to inspire them to try new specialty paint projects. Learn more about the latest advances in major manufacturers' paint applicators.

Identical Innovation

There's more than meets the eye when it comes to color-matching. Outfitting your business with the latest technology can boost your customer service and drive sales. Discover the possibilities color-matching tools can provide.

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Small Market, Big Success

In California, independent paint retailer Jerry Newell is finding new ways to connect with shoppers and solidify his operation. Learn more about how he and his team have adapted to address his community's needs to deliver stellar service.

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Take Some Quality Time

This December, it will be 19 years since my family and I moved into the house we currently live in. So much has changed in these nearly two decades. We've seen our kids grow up, go off to college and have kids of their own. We've had countless dinner parties, barbecues and birthdays. But despite all the things that have changed in our little "starter" home, there are a few things that haven't—namely our living room couch and dining room set.


Why, you ask? Well, despite having very little disposable income when we first moved into our home, my wife and I made the decision to save up our money to buy a high-quality sofa and high-quality dining room furniture. So, even though we were proud of our new home, our living room and dining room sat bare for nearly a year while we squirreled away our nickels and dimes to buy some key pieces of furniture we knew would last.

You need to be able to have the same conversation with your customers: The conversation about the value of investing in quality paint and applicators.

This month, our youngest daughter and her fiance are moving into their first apartment together, and they will inherit our living room sofa. Hopefully, it will last them for years to come as well.

See, these are decisions we made based on our desire for quality. We knew we couldn't afford to spend money on quality furniture for every piece we had in the house, but we knew just spending a little bit more in key areas would make a big difference.

You need to be able to have the same conversation with your customers: The conversation about the value of investing in quality paint and applicators. To learn more about how to have this discussion about quality, and what quality means to different customers, turn to our feature on Page 38.

We hope this article will help you show your customers that a little bit of money well spent can go a long way. It will help you explain that they don't need to spend a lot for every project they do, but when it counts, making an investment in quality products can more than pay off. My wife and I know it has for us. 



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