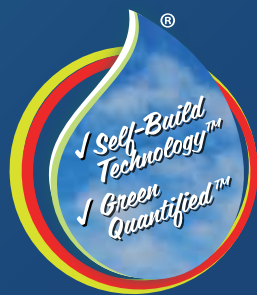


evoTM

PAINT

World's first and only **ONE-COAT** paintTM

INDEPENDENT VS. BOX



INDEPENDENT VS. BOX THE END GAME

We make EVOpaint™ ~World's first and only one-coat paint™, never a primer or 2nd coat any color combination and over new drywall. Over the last century we have been retailers, distributors, manufacturers and still are painters, but always independent. Today, 4 manufacturers [Goliath] own 93% of the North American market. On the verge of monopoly and the freedom of choice this steals away from customers, they manage and control us through good and desperate economies.

The "Paint and Primer in one can" marketing strategy continues to prove it is nothing more than a swap of cleverly worded labels, leaving its performance in the "conventional" category. It does, however, retail for a lot while generating massive material and energy wastes that the reuse & recycle system cannot handle.

How do you then define quality?

We believe everybody wants to save as much time and money as possible. After all isn't that already the most important conversation in paint? Why then not sell the only products that actually deliver the science behind the fantasy sold to the public for over a decade?

We need to remember that independents are the original retail market. We are not followers. You are the brand your customers trust. Aren't you always trying to offer the best quality? Save customers the most? Don't they come to your stores because they believe in your service and knowledge? Whether you think you're already saving them coats, we choose to exclusively bring you the apex of what's possible. Because you can never paint fewer than one coat, you now have full security in real product technology, not a misleading ad campaign.

THIS MAKES YOU 'FUTURE PROOF'

Because our products save up to an unprecedented 66% of costs, EVOpaint™ is the only competitive advantage for independents and paint customers everywhere. Freedom from multiple coats and high costs is hard to imagine when it's all you've ever known, but it's here. This is the end game for paint. Finally, independents and customers can own the paint aisle again.

EVOpaint™

**NOT a
"Paint and Primer in one can"
NOT a
"One-Coat color collection"**

Sincerely,



Tony F. Margani

EVOpaint™

Executive VP Sales & Marketing

888.470.1320

tony@evopaints.com

The Apex of Painting

Self-Build Technology™

At the manufacturing level, each gallon of EVOpaint™ is qualified for Self-Build Technology™. Our products work by 'building' onto themselves in real-time while you're rolling, giving you the equivalent of multiple coats in one application. We achieve this through an exclusive treatment and sequencing of raw materials coupled with unconventional processing methods.

The result is freedom from multiple coats by changing the way the world thinks about painting.

evo™
PAINT



Green Quantified™

As a bonus, we offer Green Quantified™: an exclusive influence on tangible waste generation. Today's paint re-use and recycle system, the second and third "R", is costly because it relies on waste creation to be successful. This is reactionary. EVOpaint™ prevents maximum life-cycle wastes at the source, by replacing multiple coats, relying on the first "R" - Reduce. This makes it the only sustainable system. The most eco-friendly paint is always the one you use the least of.

evo™
PAINT



RAW MATERIAL EXTRACTION



TRANSPORT & ENERGY



PROCESSING



CONSUMER USE



PAINT, TOOLS &
CONTAINER WASTES

Rolling Out the Truth™



Here's the truth:

EVOpaint™ - is the World's first & only one-coat paint™

LEADING PAINT BRAND



evoTM

PAINT

RepaintTM



- ✓ True one-coat coverage any color combination using Self-Build TechnologyTM
- ✓ Never a primer or 2nd coat required
- ✓ Labor & material savings up to 66%
- ✓ Green QuantifiedTM: waste and voc prevention up to 66%

evoTM

PAINT

DrywallTM

- ✓ True one-coat coverage over new drywall using Self-Build TechnologyTM
- ✓ Never a primer or 2nd coat required
- ✓ Labor and material savings up to 66%
- ✓ Green QuantifiedTM: waste and voc prevention up to 66%



Show me the tech sheet!

You deserve proof for purchase. Ask the sales associate for our tech sheet and compare to the tech sheets of other paints.


Leading paints like the Box store's below, will read "Recoat" or have "Asterisks" or limitations on color choice and tinting. If you see this, you know it's NOT EVOpaint™

Today, the marketing strategy of "Paint and Primer in one can" has convinced everybody that fewer coats just makes sense, but does not deliver a real one-coat [Never a primer or 2nd coat] over painted and new drywall surfaces. And choosing from curated, misleading "one-coat color collections" with cleverly worded labels is no better. This gives you what paint has always been: multiple coats.


Self-Build Technology™ is built into our base, we don't rely on color to achieve our results. We believe that 'Quality' means saving maximum labor, time and material costs while achieving complete hiding [coverage], sheen, color and durability for your painting needs.


What color do you tint your technology to?


EVOpaint™
NOT a
"Paint and Primer in one can"
NOT a
"One-Coat color collection"




Interior Eggshell **Enamel** **No. 2450 ULTRA PURE WHITE®**
No. 2453 Deep Base
No. 2454 Medium Base

 **1 Hr Dry Time**
2 Hr Recoat Time

 **Up to 400 Sq. Ft.**
Coverage per Gallon

 **Soap & Water**
Clean-Up

 **Protect**
from Freezing

FOR TINT BASES – DO NOT USE WITHOUT THE ADDITION OF TINTING COLORANTS

Stain-Blocking Paint & Primer is our best interior paint, with exceptional hide and stain resistance

PREPARATION & PRIME

Properly prepare and clean all surfaces. Remove loose paint, wash off dirt and grease with detergent, rinse and allow to dry. Remove mildew stains with a mildew stain remover. Scuff sand glossy surfaces and repair imperfections. Remove all dust with a damp cloth, allow to dry. Allow new stucco, plaster and masonry to cure for 30 days before painting.


APPLICATION

Apply when air and surface temperatures are between 50-90° F (10-32° C). Stir paint occasionally. Intermix containers of same product to ensure color and sheen uniformity. Use a high quality 3/8-1/2" nap roller cover, nylon/polyester brush or an airless sprayer (.015 - .019" spray tip, 60 mesh filter). Do not thin if using a roller or brush; however, if using a sprayer and thinning is required, thin with water at a rate of no more than 1/2 pint per gallon.

Apply when air and surface temperatures are between 50-90° F (10-32° C). Stir paint occasionally. Intermix containers of same product to ensure color and sheen uniformity. Use a high quality 3/8-1/2" nap roller cover, nylon/polyester brush or an airless sprayer (.015 - .019" spray tip, 60 mesh filter). Do not thin if using a roller or brush; however, if using a sprayer and thinning is required, thin with water at a rate of no more than 1/2 pint per gallon. Fully saturate roller for best coverage. Untinted ULTRA PURE WHITE and colors outside of the Interior One-Coat Color Collection may require more than one coat to achieve complete hide and a uniform finish. Darker colors may require additional dry time between coats. Cooler temperatures or higher humidity may prolong drying time. After 4 weeks dried paint film may be cleaned with a mild, non-abrasive liquid detergent. Dry paint film is stain resistant. Do not use on surfaces that require a specific finish.



vs the Leading Paint Brand

PRODUCT	PRIMER COAT	1ST COAT	2ND COAT	TOTAL COATS
	—	1	—	1
LEADING PAINT BRAND	1	1	1	3



Toll Free: 1.888.470.1320
 Phone: 289.470.1320
 Fax: 289.470.1321

Email: info@evopaints.com
 Web: evopaints.com

World's first and only ONE-COAT paint™