

EVO: The Power of One

EVOpaint promises the special power of one coat coverage. Tony Margani, executive VP, sales & marketing, explains—it's not magic, it's technology!



Hi Tony, how about you give us a quick pitch?

We have two different products to tell you about. EVOpaint™ Repaint & EVOpaint Drywall contain the most advanced technology in decorative paint! EVOpaint (never a primer or 2nd coat over painted and new drywall) is a product line with real life practical benefits. Adaptable and lean, it delivers what consumers and retailers have been asking for.

Time, money...can it save one, or both?

Retailers get an in-demand technology through a simplified paint system with low upfront costs, high margins, and high turnover rate. Consumers realize maximum savings in labor, time, and material. Because you can never paint *less* than one-coat, the independent channel and its customers have reached the apex of value.

Where do you use it...or not?

EVOpaint Repaint can be used in any interior project where the walls are painted, but it should not be used on new drywall.

EVOpaint Drywall is the opposite, it can be applied in any interior project where there is new drywall, but not on unpainted walls.

What differences will customers notice?

You can apply it just like any other paint. EVOpaint Self-Build Technology™ is adapted to how retailers and customers understand and use paint, so no learning curve or special equipment is required.

- In the short term, retailers and customers realize maximum cost savings.
- In the long term, you'll see increased frequency of repainting with more paint purchased more often from local independents.
- The DIY segment keeps the savings or spends it by hiring painters who now can bid and compete on projects using a real product advantage, scale up their business with the employees they have, and move on to the next job at the fastest possible rate.
- You'll get customers who defected to the big boxes coming back to you, and you'll see your paint and sundry sales increase.

So, to sum up...

Our product's Self-Build Technology™ rescues the independent channel and its customers every day in a \$13 billion paint segment. Its superpower is simplicity, through which the true value of paint and painting is unlocked.

It is the most advanced technology in decorative paint and can never be benchmarked.

evopaints.com

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