

November 2011

Beyond the Brush

Your Quarterly Paint Primer



**Hometown Experts
Better Choices**

Welcome to *Beyond the Brush*

Welcome back to *Beyond the Brush* - Your Quarterly Paint Primer! In this second issue, we are happy to share some product news and exciting ideas that can help you wrap up your last minute exterior projects, keep you busy inside during the long Michigan winter and even give you a head start on your springtime "honey do" list.

The entire Anderson Paint team hopes you enjoy *Beyond the Brush* as much as we have enjoyed putting it together for you. And thank you, as always, for your continued support and loyal patronage. We're proud to be Ann Arbor's Hometown Experts.

A rich history, a bright future

This year marks our 60th year in business, so we'd like to retrace our history and share the story of our founder -and grandfather - entrepreneur William Brady Anderson. His unprecedented focus on the DIY audience was truly the key to our success...



William Brady Anderson

After a yearlong stint of working at the 1939 World's Fair in New York as a chassis lecturer for General Motors, Brady decided to move his young family back to Pontiac, Michigan. There he found a job working as a bookkeeper for the Pontiac Varnish Company. In 1946, he got a promotion and jumped at the chance to manage the company's Ann Arbor store. Three years later, Pontiac Varnish Company decided to get out of the retail paint business and offered each manager the option to purchase his store. Brady saw this as an opportunity to be his own boss, sold his small side business of renting radios, took the proceeds of that sale and bought the Ann Arbor store.

In the late 1940s, there was plenty of competition smack dab in the middle of downtown Ann Arbor. Our store was located at the corner of Fifth and Washington, where the Garris Law Firm is now located. At that time Sherwin Williams, Pittsburgh Paint, and Glidden all had company-owned stores within a four block radius of Anderson Paint Company. To differentiate Anderson Paint Company from its competition, Brady focused on the do-it-yourselfer rather than the painting contractor and soon realized that, to be successful selling to retail customers, he needed to provide higher quality products and an unparalleled level of customer service. In fact, it was not uncommon for Brady to make "house calls" to his

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Monthly Specials

Anderson Paint Company is pleased to offer the following paint products and accessories at special savings in November:

Anderson Ceramic Coat Interior
\$5 Off Gallons
(All Finishes)

All Prime Bin Primer
\$45.99 per Gallon

All Prime Odorless Primer
\$29.99 per Gallon

All Prime Cover Stain Primer

customers to help them solve problems. His philosophy of providing exceptional products and service to all Anderson Paint Company customers remains our hallmark today.



An Anderson Paint employee helps a customer with her purchase.

\$21.99 per Gallon

WhizzFab Roller

\$6.99

Whizz Micro Fiber Roller

\$6.99

Whizz Pan

\$2.99

Don't see what you're looking for? Our special offers change monthly so please visit our website - andersonpaint.com

- or stop in to either of our convenient locations to see what's on sale, what's new and what we've got in store for you and your next project!

In the Spotlight

Graham Aqua Borne Ceramics™:

The very best paints for the very best results...guaranteed!



At Anderson Paint, our top priority is helping you achieve your home improvement goals by offering the products, services and practical advice you need to get the job done quickly, affordably and, most importantly, right. And while we sell a full range of our own high quality, private label paints, we recognize that other outstanding products exist. Products like low odor, low VOC Aqua Borne Ceramic™ Interior and Exterior Paints from Graham Paint, one of the industry's most trusted names.

As winter approaches, you might be considering some indoor painting projects and what better way to get started than by choosing hardworking Aqua Borne Ceramic Interior Flat Wall and Trim paints? Formulated with ceramic microspheres, akin to tiny ceramic tiles, the flat finish is combined with high quality 100% industrial-strength acrylic resins for incredible coverage not to mention dirt and stain resistance that are comparable to the finest quality semi-gloss or eggshell finishes available. It's easy to apply, easy to wash and an outstanding choice for any inside job.

Complement your flat wall finish with durable, fast drying Aqua Borne Ceramic Satin & Gloss Enamels. They are your best choice for superior gloss and color retention, and feature exceptional stain resistance and non-yellowing characteristics. Applied by brush, roller or sprayer, each dries to a hard, smooth surface that guards against mold and mildew. They are ideal for new and previously painted exterior doors, windows, shutters, fascia and trim as well as interior surfaces including cabinets, woodwork and doors, and feature excellent adhesion to metal, wood, wallboard, vinyl, PVC, glass, ceramic tile and many plastics. You can even use Aqua Borne Ceramic Enamel when painting, or repainting, new or old equipment and machinery!

If a last minute outdoor project is on your mind, or you are planning ahead for next spring, give Aqua Borne Ceramic Acrylic Solid Hide Stain & Flat House Paints a closer look. Considered among the best products on the market, Graham is so confident in their performance that they warranty them for as long as you own your home! Each longer lasting, 100% acrylic finish is formulated with softer resins that move with the expansion and contraction of wood - without cracking! Plus, they're easy to apply and feature excellent adhesion and color retention, drying to a dead flat finish that highlights the natural wood grain.

Painting vinyl or aluminum siding is a breeze with Aqua Borne Acrylic Soft Gloss House and Trim Paints. Each easy to apply, 100% acrylic formula resists fading and chalking, and dries to a rich soft gloss. And like Graham's other exterior products, Aqua Borne Acrylic Soft Gloss House and Trim Paints resist dirt and stains, and feature excellent adhesion and color retention. Best of all, they also come with Graham's performance warranty for as long as you own your home!

Another option for vinyl or aluminum siding applications is Aqua Borne Ceramic Acrylic Lo-Sheen House & Trim Paint, featuring all the benefits of Graham's other Aqua Borne products as well as a superior exterior finish that helps whites stay whiter, colors stay brighter and paint stay cleaner - longer.

For more information on these and other Graham Paint products, stop in to your Anderson Paint store or visit grahampaint.com



A classroom wall is transformed using Dry Erase Paint.

Fun Finds

Rust-Oleum's Dry Erase Paint creates an interactive workspace...anyplace!

Are you looking for a way to create a reusable message board? A place for grocery lists? A running list of workplace priorities or school assignments? A way to eliminate countless Post-Its? An area to jot down important phone numbers? Here's a way to solve all of these challenges with just one clever product: Dry Erase Paint from Rust-Oleum.

The recipe is fast and easy! Start with one clean, flat surface of any size (wall, desktop, door) and virtually any material (drywall, masonite, wood, cement, metal). Add a paintbrush and a little elbow grease. Open a Rust-Oleum Dry Erase Kit, mix according to the manufacturer's instructions and brush on liberally!

After two days of curing time, you'll have a durable, inexpensive and creative solution that can be written on using any standard dry erase marker and wiped clean with an ordinary chalkboard eraser. Then your instant message center is ready for another assignment, thought or list!

No more costly whiteboards. No more messy chalkboards. No more wasted paper. Just a practical, versatile way to communicate to your family, your clients, your students!

To create a reusable whiteboard in your home, office or classroom, give low odor Dry Erase Paint from Rust-Oleum a try. Visit rustoleum.com for more information and a product demo today!



New Arrivals! O'Leary Makes Your Life Easier

You might wonder why Anderson Paint Company is touting the benefits and offerings of a company that, on the surface, appears to be a direct competitor. In reality, O'Leary Paint is one of the reasons Anderson Paint has been so successful over the years. That's because this 4th generation, Michigan-based company not only manufactures a full range of premium paints and coatings sold in their retail stores and ours but also O'Leary Paint is the exclusive manufacturer of Anderson's own 1400, 1500 and 1600 series Private Label paints. It's a proven relationship built on honesty, trust and - most importantly - outstanding performance from our complete line of exceptional paint products.

Discover Solar Ceramic, O'Leary's best exterior latex paint. It's an ideal choice for exterior wood, brick, masonry and primed metal - including siding, foundations, fascia, shutters or retaining walls - and contains 100% acrylic latex resin and UV absorbers for added protection against sun damage as well as superior adhesion. Apply with brush, roller, pad or sprayer and within two hours, you're ready for a second coat. Plus clean up's a breeze using warm, soapy water. And, because this low VOC, satin finish paint can be applied even in chilly temperatures of as low as 35 degrees, you can get your outside projects finished before the snow flies!



Anderson Paint's top-line ceramics include the long lasting, beautiful finishes your DIY efforts demand. Choose from 1400 Series Ceramic Coat Flat, 1500 Series Ceramic Coat Satin or 1600 Series Ceramic Coat Eggshell - in virtually every color imaginable - and you'll enjoy the high quality performance you have come to expect from our signature brand and our unique relationship with O'Leary Paint. Each can is specially formulated with ceramic spheres to help resist stains and enhance washability. And you'll feel good knowing that these low-odor, low-VOC products are good for the environment and comply with LEED green building standards.

To learn more about the possibilities that await inside each can of Anderson Ceramic Top-Line - and O'Leary Solar Ceramic - paint, visit andersonpaint.com and olearypaint.com. or stop in to or the store nearest you.



Going Green

Eco Spec® WB 300 Series by Benjamin Moore

1 Primer, 3 Finishes, ZERO VOCs

Ecofriendly products are everywhere, in every industry and in every country. But when it comes to ecofriendly paints, there's nothing like Eco Spec® WB Premium Interior Latex Paint by Benjamin Moore.

With an enhanced waterborne coating tinted with Benjamin Moore's proprietary Gennex zero VOC colorant system, Eco Spec WB offers endless color possibilities in three premium finishes: flat, eggshell and semi-gloss. And it lives up to the Green Promise® of a sustainable coating that meets or exceeds the strictest environmental and industry standards. The 300 Series is also LEED compliant, MPI approved and recognized as environmentally responsible by GREENGUARD® for Children and Schools and CHPS (California's Collaborative for High Performance Schools). With Eco Spec WB, you can feel completely confident about your choice.



But there's much more to Eco Spec WB paints than just a healthier today and tomorrow. Things like unlimited color choices, low odor, exceptional coverage, spatter resistance and speedy drying time are just a few of the other benefits that make Eco Spec WB an ideal solution for your home. Start with a base coat of high performance Eco Spec WB Primer. Then, choose from a Flat or Eggshell finish, each recommended for interior wallboard, plaster, ceilings and masonry as well as primed or previously painted wood and metal. Complete your project with Eco Spec Semi-Gloss, the perfect finishing touch for trim, doors and cabinets - and a nice accent finish for walls and ceilings.

Your project will look great and you'll feel great about your choice and your minimal impact on Mother Earth.

Want to know more about Eco Spec WB Zero VOC Coatings from Benjamin Moore? Ask the experts at Anderson Paint or visit benjaminmoore.com today!

Tips, Tricks, Techniques & Trends

Outstanding ideas are just a click away!

The Internet is filled with great ideas on how to accomplish your next DIY project - from refinishing a cabinet to a simple bedroom color change to a full-scale home transformation.

If you're looking for some inspiration and some easy-to-follow guidelines for virtually any home improvement project that involves paint or stain, look to Anderson Paint first. Simply visit our home page and click on Painting Tips in the left-hand column. Once there, you'll find additional links to some of our manufacturers' websites as well as useful information on such topics as [painting paneling](#), [painting Formica](#) and even painting ceramic tile!

But don't stop there. Just keep clicking and you'll see that with a little time and a little ingenuity, Anderson Paint can help guide you through simple, affordable DIY projects that can transform in your home from blah to aaaahhhh....

(Key) Strokes of Genius

Love color but don't know the first thing about what's hot and what's not? Want to try a new stain on an old cabinet but you're afraid to go it alone? Just looking for some sample sizes so you can give your color picks a test drive before shifting into high gear? Interested in learning how certain color schemes just seem to fit certain room designs and styles?

One great place to start is at benjaminmoore.com. Here, you'll find page after page of valuable information and resources, including links to a variety of "how to" videos that can turn a novice into a master in no time!

But don't take our word for it. Log on today and see for yourself! When you've narrowed down your choices, stop by one of our locations, where you can purchase Big Chips or one pint color samples to create a larger paint swatch.

Too Many Choices, Too Little Time

Let our Color Consultation Service make your decision a little easier.

Meet Gayle Pesek, Anderson Paint Company's professional color consultant. Since 1993, she's been busy assisting many color "challenged" customers in selecting the perfect color schemes for home and/or office. Gayle understands that the sheer number of paint choices available can be overwhelming and that some people are simply afraid to take a chance on adding more color to their environment. That's where she comes in.

The color consultation process begins with a few simple yet revealing questions. What color palette do you have now? What effect are you trying to achieve? What are your favorite colors? How many different textures do you have in your furniture, window treatments and flooring? Do you want complementary or contrasting paint colors? Your answers will help Gayle make color recommendations for the way you live.

Your initial in-store consultation is free. In-home consultations with Gayle are available at your convenience for just \$75 per hour. Your results? Priceless!

Call Gayle today at 995-4411 and start coloring your world.



Gayle Pesek
Professional Color Consultant

Talk to Us!

We hope you enjoyed this issue of *Beyond the Brush* and that you find it to be a valuable resource for news and information. We invite your input and plan to refine our content based on the comments we receive about each issue. So please let us know what you think! We also invite you to share your own Anderson Paint success stories, including before and after photos of a project using products purchased in one of our stores. For consideration, please send your photos, story details and contact information - as well as your thoughts on other topics we might explore - to contact@andersonpaint.com. Deadline for submissions is Friday, December 16, 2011. Please type the words Newsletter Feedback in the subject line. And thank you in advance for your suggestions!

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