

More Learning = More Earning

Brush up on your product knowledge

A smart way to increase repeat business and set your store apart from your competitors is to offer sound advice with every sale. Smart retailers ask a lot of questions of their pro and DIY painters for four reasons.

First, it builds strong relationships with the people who shop their stores and secondly, it helps them better understand the real-world needs in their specific marketplace. Third, these friendly Q & A conversations inevitably open the door to boost revenue as a store employee imparts knowledge and recommends an optimal selection of products for the customer's project. Finally, as we all know, having the right tools in our hands makes all the difference in getting a job done right. And a job well done is certain to increase your customer's satisfaction level, which in turn brings them back to your store again for future purchases and more sound advice.

At Purdy, we pride ourselves on handcrafting superior brushes. I have the privilege of serving as our training coordinator, so I get to interact with painters all the time. However, I can understand how it is challenging for some shoppers to appreciate the importance of paying a little bit extra to buy a professional-grade tool. The purpose of this article is to teach you about the anatomy of a professional paintbrush so that you can in turn share this knowledge with your paint customers.

My hope is that by educating your customers you will earn higher margins and boost top-line revenue while

your customers enjoy great results at home or on the jobsite.

Handle With Care

In this two-part education article, we will start from the bottom of the brush handle and work our way up to the very tips of the filament.

The majority of professional paintbrushes will feature a durable, natural hardwood handle. Unlike a glossy-coated handle on low-end brushes, pro tools are typically constructed with untreated wood, which better wicks moisture away from the painter's hands in hot or humid environments. At Purdy, we use natural, unsealed alderwood, which is lightest of all hardwoods.

There are many different styles of handles, mostly because people's hands come in all different shapes and sizes. To put it simply, a lumber-

ing 6-foot-6-inch man is going to gravitate toward a different handle than a petite 5-foot-2-inch woman. However, both shoppers may want the exact same brush head and that is why brush manufacturers offer a variety of handle sizes and styles with each of their brush heads.

Some of the common handle styles are Fluted and Rattail, which are popular with folks who have smaller hands, and Shasta and Beavertail for painters with larger hands. Encourage your customers to hold several different handle styles to see which is most comfortable in their hands.

Also, be sure to ask if they will be painting on a ladder. A 3-inch handle vs. a 2-inch handle on the same brush will save them a surprising amount of time over the course of a day. Also, ask if they are going to paint in any tight spots. If so, suggest a short-handled brush such as the XL Cub, which is ideal for these situations. Again, asking questions helps you

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By **Bruce Schneider** Purdy Training Coordinator and End User Marketing Manager

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sell more products and saves the customer headaches and frustrations by ensuring they walk out of the store with the right tools in their hands.

Ferrules: The Centerpiece of a Great Brush

The metal band, or ferrule, is the Grand Central Station that holds together all of the other brush components. A quality brush will have a sturdy, rust-resistant stainless or plated steel or copper ferrule.

The way the handle fits into the ferrule is very important for comfort to the painter and for the tool's durability. Too tight of a fit will distort the ferrule and can separate the epoxy from the handle. Too loose of

a fit and paint may build up in the gaps between the handle and the brush head or the brush head can become separated from the handle.

The nails used to fasten a ferrule to the handle on professional paint tools will normally be a hybrid between a nail and a screw. It is commonly referred to a ring-shank brad. Think of the shape of a Christmas tree or a fishhook. While the ring shank brad goes in easily, because of the ridges on the edge, it is much more difficult to remove it. These brads will normally be constructed of nickel steel or stainless steel.

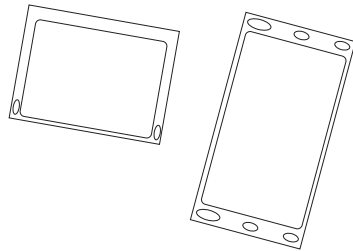
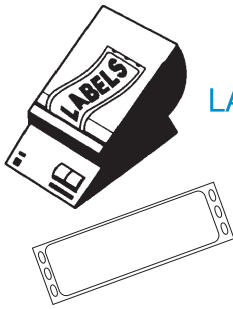
On the inside base of the ferrule, one of the most important components of the brush, a stabilizing insert, is forever unseen by your shoppers. At Purdy, the insert is a thin, aluminum strip

that has been sized, bent and perforated for each brush style and size. Remarkably, the insert makes contact with every other component in the brush. Professional quality tools often have high quality stabilizer inserts that are secured with an optimal viscosity epoxy to ensure long brush life.

In next month's issue, we will continue to examine the anatomy of a brush, with a focus on how to educate your customers on bristle and filaments. In the meantime, if you have any questions about paintbrush construction or need a hand in recommending the ideal brush to your customers, please visit www.purdycorp.com and submit a question to the Paint Doctor. (That's me.) I will get back to you right away with sound advice that you can share with your customers.

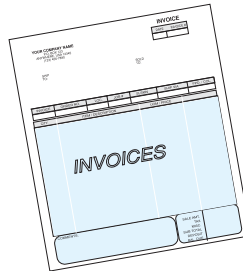
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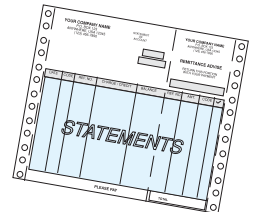
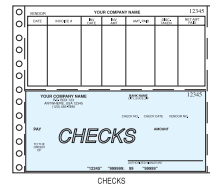


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