

# Southern PAINT

## NEWS

### 2008 Price Increase

Now here I am exhibiting how great our prices are and how competitive we can be and now I have to turn around and tell you of the upcoming price increase.

Terrible! Each year all the major paint manufacturers play the waiting game to see which company will announce their price increase. Once the first company announces the others jump on the bandwagon. Now, Letter after letter from our manufacturers are coming across my desk telling me about how the cost of petroleum products has sky rocketed, effecting everything from shipping to can and bucket costs. Raw materials, such as TiO2 (Titanium), has significantly increased, impacting virtually every gallon of paint produced. As each manufacturer increases, sadly we must follow as we are unable to absorb these cost changes. The increases range from around 2% to 8% depending on the product and manufacturer and as usual we will do our best to negotiate the best possible prices and keep them to a minimum. We are in the process of changing some right now, however, some of our manufactures have waited till March and April to initiate their increases. I can assure you each and every one of our competitors will be implementing increases as well. What I can say with much confidence is that we will maintain our high level of customer service along with our unique product offering. Despite the poor housing market and struggling construction industry we remain optimistic about 2008. As always, your support is greatly appreciated and I look forward to future growth together.

Joe

## PRICE COMPARISON

Below, you'll find Southern Paint / Sherwin Williams price comparisons. Notice that the Sherwin Williams prices say Pro-Buy next to them. Basically, what that means is that these prices are their promotional or sale prices, not their everyday prices. They run, I believe, quarterly contractor sales promotions which many of you may receive in the mail and the below prices come directly from the Pro-Buy flyer, not from word of mouth. Also notice, our prices are the everyday contractor price. Now, of course all of our prices are not lower, but damn close. Even with their sale prices! Just a quick note. Sherwin Williams owns Purdy Brush Company and our prices are awfully close to their Pro-Buy. Very, Very Interesting! This clearly exhibits our ability to stay price competitive in conjunction with a higher level of customer service. We appreciate your continued support and thank you for listening.

Joe

### HOMAX SPRAY KNOCKDOWN TEXTURE (20OZ.)



Sherwin Williams  
Pro-Buy: \$12.98

Southern Paint  
**Everyday**  
Contractor Price:  
**\$11.29**

### DRIPLESS ETS2000 CAULK GUN



Sherwin Williams  
Pro-Buy: \$11.49

Southern Paint  
**Everyday**  
Contractor Price:  
**\$10.49**



### Trash Bags

**Lawn & Leaf Bags**

Sherwin Williams  
Pro-Buy: \$8.73  
(20ct-42gallon)

Southern Paint  
**Everyday**  
Contractor Price: **\$8.09**  
(30ct-39gallon)



### Hyde 36" Plastic Spray Shield

Sherwin Williams  
Pro-Buy: \$12.75

Southern Paint  
**Everyday**  
Contractor Price: **\$12.88**

### Purdy 2 1/2" XL-Glide



Sherwin Williams  
Pro-Buy: \$12.88

Southern Paint  
**Everyday**  
Contractor Price: **\$13.69**



### ShurTape 1 1/2" Blue Tape

Sherwin Williams  
Pro-Buy: \$4.78

Southern Paint  
**Everyday**  
Contractor Price: **\$4.99**