



basic[®]

C O A T I N G S

Contractor Toolkit Ordering Guide

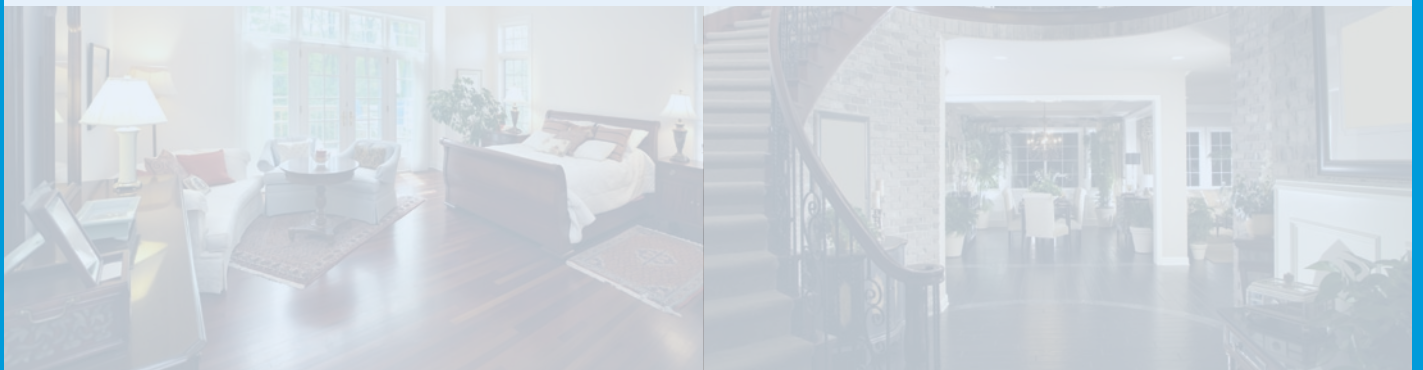


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COLLATERAL SPECIFICATIONS

MAINTENANCE SELL SHEET

Specifications:

- 8.5" x 11"
- 100# Anthem Gloss Text
- 4 color process
- Bleed on 2 sides

Protect your HARDWOOD FLOORING investment



Hardwood floors become dull and dirty over time just like carpet, which is professionally cleaned to extend its life. Basic® Coatings' Intensive Cleaning Process can breathe new life into your hardwood floors.

Professional hardwood maintenance can dramatically improve the appearance of wood floors and bring back their original luster. Basic® Coatings' deep cleaning process removes the toughest dirt and residue, both safely and effectively. Commercial strength cleaning agents and innovative equipment lift away buildup and impurities. There's no fraction of the price it would cost to repair floors that are not professionally maintained.

WHICH HARDWOOD FLOOR SOLUTION IS RIGHT FOR YOU?

We use the Dirt Doctor™ Floor Prep and Cleaning Machine and Basic® Coatings' commercial grade cleaners to successfully eliminate dirt, dust, oil and other contaminants that weaken hardwood floors and can lead to costly repairs. Basic® Coatings' Intensive Cleaning Process doesn't just clean the surface; the main system and products it extracts hidden dirt deep within the boards of hardwood floors. Improve your indoor air quality and circulation plus rejuvenate hardwood floors with the professional hardwood floor maintenance procedure that we provide.

Before	After

INTENSIVE CLEANING
Aggressively cleans: dirt, grease, hair, dust, built-up residue and contaminants.

- Low odor
- Pet and kid friendly
- No need to move furniture
- Quick drying time

Before	After

SAND AND FINISH
Removes old finish and top layer of wood for floors in need of a fresh start.

- Removes old finish and contaminants, making the floor like new again
- Floors can be returned to different color during this process
- Longlasting protection in a variety of sheens
- Durable, protective and green wood floor sealers and finishes.

Be proud to see Basic Coatings' commercial and floor finishers and sealers. They're 100% green products we make in the USA.

Your Company Logo here

Company Name
Address
City, State, Zip
Phone • Fax
Email • Website

MAINTENANCE POSTCARD

Specifications:

- 6" x 9"
- 100# Anthem Gloss Cover
- 4 color process
- Bleed on 2 sides

WHICH HARDWOOD FLOOR SOLUTION IS RIGHT FOR YOU?

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Before	After

CLEAN AND REFINISH
Aggressively cleans: refinishes the floor in a uniform sheen of your choice.

- Low VOC for low odor floors
- Eliminates floor discoloration
- Available in water or oil

Before	After

TKYOTE DUST-FREE RECOATING
Aggressively cleans: refinishes the floor in a uniform sheen of your choice.

- No odor
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Be proud to see Basic Coatings' commercial and floor finishers and sealers. They're 100% green products we make in the USA.

Your Company Logo here

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Address
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Are your HARDWOOD FLOORS dull & lifeless?

Carpets aren't the only flooring that needs professional maintenance.



Your Company Logo here

Your Company Logo here

Company Name
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MAINTENANCE MAIL STUFFER

Specifications:

- 3.875" x 9.25"
- 80# Anthem Gloss text
- 4 color process
- 2 sides, bleed front

WHICH HARDWOOD FLOOR SOLUTION IS RIGHT FOR YOU?

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Are your HARDWOOD FLOORS dull & lifeless?



Your Company Logo here

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Email • Website

MAINTENANCE DOORHANGER

Specifications:

- 4.25" x 11"
- Doorhanger die-cut
- 100# Anthem Gloss Cover
- 4 color process
- 2 sides, bleed front

WHICH HARDWOOD FLOOR SOLUTION IS RIGHT FOR YOU?

We use the Dirt Doctor™ Floor Prep and Cleaning Machine and Basic® Coatings' commercial grade cleaners to successfully eliminate dirt, dust, oil and other contaminants that weaken hardwood floors and can lead to costly repairs. Basic® Coatings' Intensive Cleaning Process doesn't just clean the surface; the main system and products it extracts hidden dirt deep within the boards of hardwood floors. Improve your indoor air quality and circulation plus rejuvenate hardwood floors with the professional hardwood floor maintenance procedure that we provide.

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Your Company Logo here

Company Name
Address
City, State, Zip
Phone • Fax
Email • Website

Are your HARDWOOD FLOORS dull & lifeless?



Your Company Logo here

Your Company Logo here

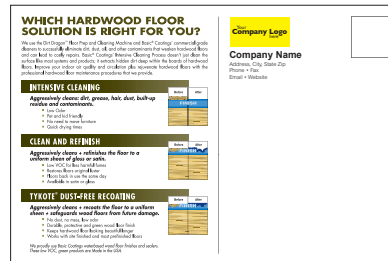
Company Name
Address
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COLLATERAL SPECIFICATIONS

STILL NOT CLEAN POSTCARD

Specifications:

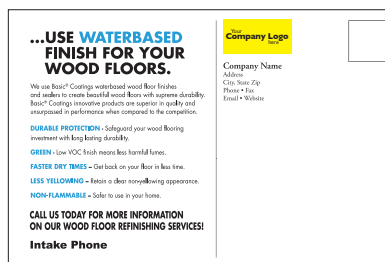
- 6" x 9"
- 100# Anthem Gloss Cover
- 4 color process
- 2 sides, bleed front



WATERBASED POSTCARD

Specifications:

- 6" x 9"
- 100# Anthem Gloss Cover
- 4 color process
- 2 sides, bleed front



WATERBASED PRODUCT SELECTOR

Specifications:

- 8.5" x 11"
- 100# Anthem Gloss Text
- 4 color process
- Bleed on 2 sides

ADVANTAGES TO WATERBASED FINISH

MORE DURABLE
Basic Coatings products were tested with a Taber Abrasion machine. This test determines a coating's resistance to abrasion. Resistance to abrasion is defined as the ability of a coating to withstand mechanical action such as scuffing or erosion.

LESS VOC (Volatile Organic Compounds)
VOC (Volatile Organic Compounds) are emitted in gases from certain solvents or liquids. These gases can have adverse health effects. They also combine with other elements in the presence of sunlight to form smog, a major air pollutant. This has led to government laws regarding the amount of VOC's that can be included in certain products.

FASTER DRY TIMES
Multiple coats of waterbased finish can be applied in one day. The coating job will last two times and the floor can be back in use faster.

FASTER CURE TIMES
ShieldSoft® and ShieldSoft® 275 cure the faster coating finishes on the market. Both are VOCs cured in 24 hours. This means less downtime and you can be back on the floor faster. It also means that the VOC's are removed from the floor faster.

LESS YELLOWING
Waterbased finishes will retain a clear, non-yellowing appearance over time.

NONFLAMMABLE
CMU's contain petroleum distillates, which are combustible or flammable. Waterbased finishes are not combustible nor flammable.

YOU DESERVE THE ULTIMATE PROTECTION FOR YOUR WOOD FLOORS

WATERBASED • DURABLE • GREEN • FAST DRYING • AGAIN, SOOK!

We use Basic® Coatings green waterbased wood floor finishes and sealers to create beautiful wood floor finishes with superior durability and a low environmental impact. Customers across the USA who have used Basic in the American brand and as a result of you. Waterbased finishes and sealers safeguard your wood floor's investment, offer faster dry times and have less harmful volatile organic compounds (VOC's). Basic® Coatings' innovative products are superior in quality and unsurpassed in performance when compared to the competition. Allow us to give you the best. Basic® Coatings waterbased finishing is the right choice for your wood floor.

WATERBASED WOOD FLOOR SEALER

HYDROLINE SEALER
Waterbased sealer for wood floor protection. Low VOC formula has harmful fumes. Clear color for less yellowing.

WATERBASED WOOD FLOOR FINISH

STREETSHOE 275
Contains ultra-advanced technology to excellent durability. Fast dry and cure time means less downtime. Low VOC formula has harmful fumes. Available in 4 sheens (Gloss, Semi-Gloss, Satin and Super Matte).

Your Company Logo here

CONTRACTOR LAWN SIGN

Specifications:

- 18" x 24"
- Coroplast (Corrugated Plastic)
- 4 color process
- 2 sides, no bleed
- Metal "H" stakes included



Protect your

HARDWOOD FLOORING investment

Hardwood floors become dull and dirty over time just like carpet, which is professionally cleaned to extend the life. Basic® Coatings' Intensive Cleaning Process can breathe new life into your hardwood floors.

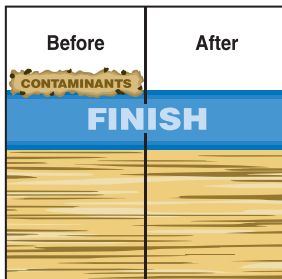
Professional hardwood maintenance can dramatically improve the appearance of wood floors and bring back their original luster. Basic Coatings® deep cleaning process removes the toughest dirt and residue, both safely and effectively. Commercial strength cleaning agents and innovative equipment lifts away buildup and rejuvenates floors for a fraction of the price it would cost to repair floors that are not professionally maintained.



Your
Company Logo
here

WHICH HARDWOOD FLOOR SOLUTION IS RIGHT FOR YOU?

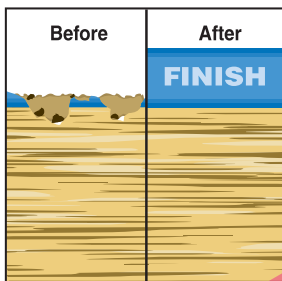
We use the Dirt Dragon™ Floor Prep and Cleaning Machine and Basic® Coatings' commercial grade cleaners to successfully eliminate dirt, dust, oil, and other contaminants that weaken hardwood floors and can lead to costly repairs. Basic® Coatings' Intensive Cleaning Process doesn't just clean the surface like most systems and products; it extracts hidden dirt deep within the boards of hardwood floors. Improve your indoor air quality and circulation plus rejuvenate hardwood floors with the professional hardwood floor maintenance procedures that we provide.



INTENSIVE CLEANING

Aggressively cleans: dirt, grease, hair, dust, built-up residue and contaminants.

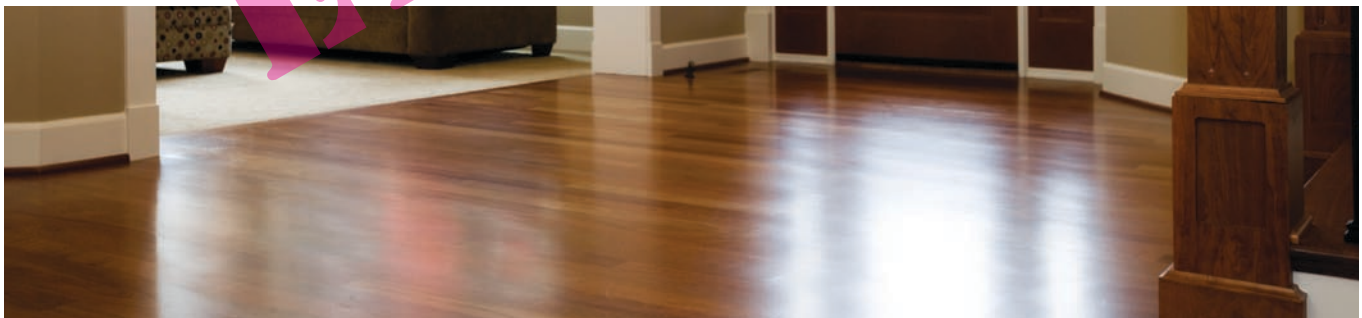
- Low Odor
- Pet and kid friendly
- No need to move furniture
- Quick drying times



SAND AND FINISH

Removes old finish and top layer of wood for floors in need of a fresh start.

- Removes old finish and scratches, making the floor like new again
- Floors can be stained a different color during this process
- Long-lasting protection in a variety of sheens
- Durable, protective and green wood floor sealers and finishes.



We proudly use Basic Coatings waterbased wood floor finishes and sealers. These low VOC, green products are Made in the USA.

Your
Company Logo
here

Company Name

Address
City, State Zip
Phone • Fax
Email • Website

Are your

HARDWOOD FLOORS

dull & lifeless?

*Carpets aren't the only
flooring that needs
professional maintenance.*



Your
Company Logo
here

WHICH HARDWOOD FLOOR SOLUTION IS RIGHT FOR YOU?

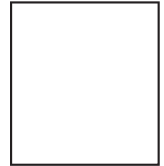
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INTENSIVE CLEANING	
Aggressively cleans: dirt, grease, hair, dust, built-up residue and contaminants.	
<ul style="list-style-type: none"> ■ Low Odor ■ Pet and kid friendly ■ No need to move furniture ■ Quick drying times 	
Before	After
FINISH	

CLEAN AND REFINISH	
Aggressively cleans + refinishes the floor to a uniform sheen of gloss or satin.	
<ul style="list-style-type: none"> ■ Low VOC for less harmful fumes ■ Restores floors original luster ■ Floors back in use the same day ■ Available in satin or gloss 	
Before	After
FINISH	

TYKOTE® DUST-FREE RECOATING	
Aggressively cleans + recoats the floor to a uniform sheen + safeguards wood floors from future damage.	
<ul style="list-style-type: none"> ■ No dust, no mess, no odor ■ Durable, protective and green wood floor finish ■ Keeps hardwood floor looking beautiful longer ■ Works with site finished and most prefinished floors 	
Before	After
FINISH	

We proudly use Basic Coatings waterbased wood floor finishes and sealers. These low VOC, green products are Made in the USA.



Company Name

Address

City, State Zip

Phone • Fax

Email • Website



Are your
HARDWOOD FLOORS
dull & lifeless?

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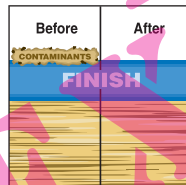


Company Name
 City, State Zip
 Phone • Fax
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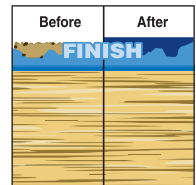
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Aggressively cleans + recoats the floor to a uniform sheen + safeguards wood floors from future damage.

- No dust, no mess, no odor
- Durable, protective and green wood floor finish
- Keeps hardwood floor looking beautiful longer
- Works with site finished and most prefinished floors



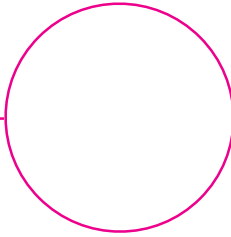
We proudly use Basic Coatings waterbased wood floor finishes and sealers. These low VOC, green products are Made in the USA.



Are your

HARDWOOD FLOORS

dull & lifeless?



WHICH HARDWOOD FLOOR SOLUTION IS RIGHT FOR YOU?

The Dirt Dragon™, floor prep cleaning machine, and Basic Coatings® commercial cleaners are far superior to any other cleaning system available because it aggressively scrubs the floor and removes contaminants. Distinct options utilizing green cleaners that offer low odor and minimal downtime.

INTENSIVE CLEANING

Aggressively cleans: dirt, grease, hair, dust, built-up residue and contaminants.

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Before	After
FINISH	

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Before	After
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Company Name
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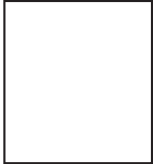


**ON YOUR HANDS AND
KNEES AND THEY'RE
STILL NOT CLEAN?**

**Company Name
Intake Phone**

WHICH HARDWOOD FLOOR SOLUTION IS RIGHT FOR YOU?

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Company Name

Address, City, State Zip

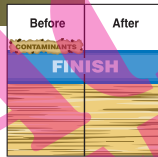
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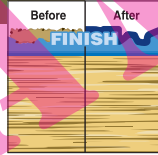
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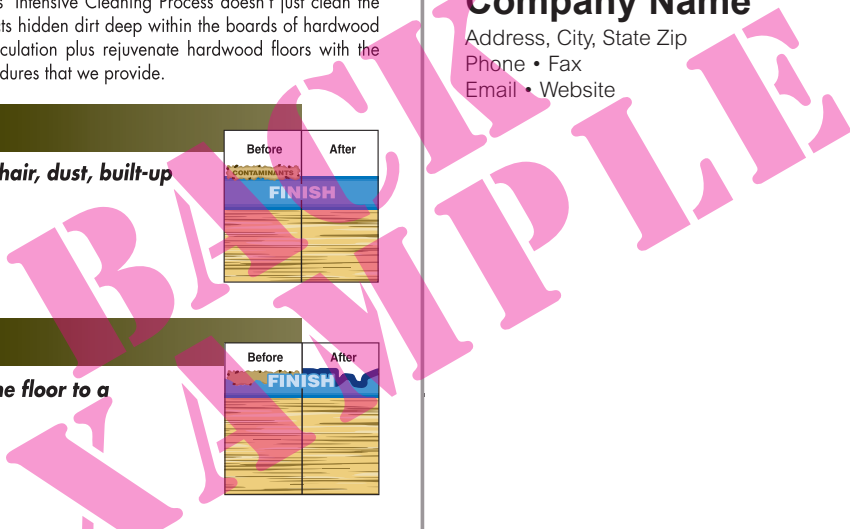
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Carpets aren't the only flooring that needs professional maintenance.



Your
Company Logo
here

...USE WATERBASED FINISH FOR YOUR WOOD FLOORS.

We use Basic® Coatings waterbased wood floor finishes and sealers to create beautiful wood floors with supreme durability. Basic® Coatings innovative products are superior in quality and unsurpassed in performance when compared to the competition.

DURABLE PROTECTION - Safeguard your wood flooring investment with long lasting durability.

GREEN - Low VOC finish means less harmful fumes.

FASTER DRY TIMES – Get back on your floor in less time.

LESS YELLOWING – Retain a clear non-yellowing appearance.

NON-FLAMMABLE – Safer to use in your home.

**CALL US TODAY FOR MORE INFORMATION
ON OUR WOOD FLOOR REFINISHING SERVICES!**

Intake Phone

Your
Company Logo
here

Company Name

Address

City, State Zip

Phone • Fax

Email • Website

YOU DESERVE THE ULTIMATE PROTECTION FOR YOUR WOOD FLOORS



WATERBASED • DURABLE • GREEN • FAST DRYING • LOW ODOR

We use Basic® Coatings green waterbased wood floor finishes and sealers to create beautiful wood floors with supreme durability and a reduced environmental impact. Contractors across the USA trust their wood floors to this American brand and so should you. Waterbased finishes and sealers safeguard your wood flooring investment, offer faster dry times and have less harmful fumes thanks to their low VOC. Basic® Coatings innovative products are superior in quality and unsurpassed in performance when compared to the competition. Allow us to give you the best. Basic® Coatings waterbased technology is the right choice for any wood floor.

WATERBASED WOOD FLOOR SEALER



HYDROLINE SEALER

Waterbased sealer for wood floor protection
Low 275 VOC equals less harmful fumes
Clear color for less yellowing

WATERBASED WOOD FLOOR FINISH



STREETSHOE 275

Contains Silicon dioxide nanotechnology for excellent durability
Fast dry and cure time means less downtime
Low 275 VOC equals less harmful fumes
Available in 4 sheens (Gloss, Semi-Gloss, Satin and Super Matte)

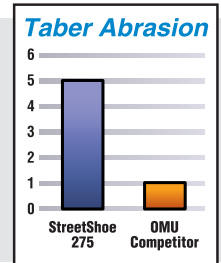
Your
Company Logo
here

ADVANTAGES TO WATERBASED FINISH

MORE DURABLE

Basic Coatings products were tested with a Taber Abrasion machine. This test determines a coatings' resistance to abrasion. Resistance to abrasion is defined as the ability of a coating to withstand mechanical action such as scuffing or erosion.

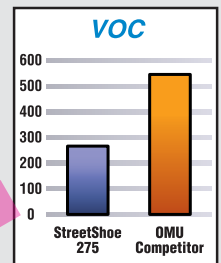
- StreetShoe® 275 Taber Abrasion readings were 5 times more resistant than the average competitive Oil Modified Urethane (OMU).



LESS VOC (Volatile Organic Compounds)

VOC (Volatile Organic Compounds) are emitted as gases from certain solids or liquids. These gases can have adverse health effects. They also combine with other elements in the presence of sunlight to form smog, a major air pollutant. Thus the government has begun restricting the amount of VOC's that can be included in certain products.

- Waterbased coatings typically have half as much VOC content as the traditional Oil Modified Urethane (OMU).
- Basic Coatings waterbased finishes produce less odor than fragrant OMU's.
- Green: Several of Basic® Coatings waterbased finishes meet the strictest of government regulations and LEED requirements.



FASTER DRY TIMES

Multiple coats of waterbased finish can be applied in one day. The coating job will take less time and the floor can be back in use faster.

DRY TIMES

Waterbased	OMU
2-3 hours	6-24 hours

FASTER CURE TIMES

StreetShoe® and StreetShoe® 275 are the fastest curing finishes on the market. Both are 90% cured in 24 hours. This means less downtime and you can be back on the floor faster. It also means that the VOC is removed from the floor faster.

FULL CURE TIME

Waterbased	OMU
7 days	30 days

LESS YELLOWING

- Waterbased finishes will retain a clear non-yellowing appearance. OMU finishes may turn to an unsightly yellow appearance over time.
- If you don't want a clear look but still would like to use a waterbased coating, a stain can be used to change the appearance. Also, Emulsion from Basic Coatings has more color than typical waterbased urethanes.

NON-FLAMMABLE

- OMU's contain petroleum distillates, which are combustible or flammable. Waterbased finishes are not combustible nor flammable.
- The vapors of OMU's are also combustible or flammable. Pilot lights and other sources of spark must be turned off during the application of OMU finishes.
- Mineral spirits or solvents are needed to clean applicators or accidental spills when using OMU's. Rags and other materials that have residue from OMU's on them must be stored in safety containers to prevent spontaneous combustion.

COMPANY NAME
COMPANY NAME 2 OR SLOGAN
PHONE NUMBER HERE

***ZERO DUST WOOD FLOOR
CLEANING AND REFINISHING***

Your
Company Logo
here

COMPANY NAME
COMPANY NAME 2 OR SLOGAN
PHONE NUMBER HERE

***ZERO DUST WOOD FLOOR
CLEANING AND REFINISHING***

Your
Company Logo
here

ORDERING INSTRUCTIONS

- Go to www.basiccoatings.com
 - In the top text menu click on “Maintenance”
 - In left menu click “Marketing Shop”
 - Under Marketing Shop click “Contractor Toolkit”
- If you have never signed up for the Contractor Toolkit click the blue text that says “Contractor Toolkit Web Portal” and sign up
- If you have already signed up, click “Existing users click here to sign in” text and log in.
- Once you are signed up, or signed in, go to the top tabs and click on “Send Files and Orders”. On this page you will see all the marketing options available to you.
- Click on the piece you want to order: A form will pop up for you to fill in with the appropriate information.

Starting at the top...

Notes - This area is for any special instructions, or different shipment information if not going to the address on the marketing piece.

Quantity - When you click this drop down menu you will see different quantities to choose from, the per piece price and the total price (excluding tax and shipping). Make your choice by clicking the chosen amount.

Company Name - This should be autofilled for you, but if it isn't what you want it to look like it can be changed. You can also use this for a tag line and put address, city, state and zip in the address 2 spot.

Company Name 2 - You can use this for an extension of your company name if it doesn't fit, for a tag line or to put address, city, state and zip. (Contractor Yard Sign)

Address/2, City, State Zip - This area will be autofilled and can be changed if changes are needed.

The image displays four sequential screenshots of the Basic Coatings website's ordering interface. Each screenshot shows a form for a different marketing piece, with the following details:

- Screenshot 1: BASIC® MAINTENANCE SELL SHEET**
 - Quantity: Choose quantity (dropdown)
 - COMPANY NAME: [Blank]
 - ADDRESS: [Blank]
 - ADDRESS 2: [Blank]
 - CITY: [Blank]
 - STATE: [Blank]
 - ZIP: [Blank]
 - PHONE: [Blank]
 - PHONE 2: [Blank]
 - FAX: [Blank]
 - EMAIL: [Blank]
 - WEBSITE: [Blank]
 - Options: Option 1, Option 2, Option 3 (each with a dropdown menu)
 - Buttons: View PDF Proof, Adobe Reader
- Screenshot 2: BASIC® MAINTENANCE POSTCARD**
 - Quantity: Choose quantity (dropdown)
 - COMPANY NAME: [Blank]
 - ADDRESS: [Blank]
 - ADDRESS 2: [Blank]
 - CITY: [Blank]
 - STATE: [Blank]
 - ZIP: [Blank]
 - PHONE: [Blank]
 - PHONE 2: [Blank]
 - FAX: [Blank]
 - EMAIL: [Blank]
 - WEBSITE: [Blank]
 - Options: Option 1, Option 2, Option 3 (each with a dropdown menu)
 - Buttons: View PDF Proof, Adobe Reader
- Screenshot 3: BASIC® MAINTENANCE MAIL STUFFER**
 - Quantity: Choose quantity (dropdown)
 - COMPANY NAME: [Autofilled: Peterson Press Inc.]
 - ADDRESS: [Autofilled: 751 Western Ave.]
 - ADDRESS 2: [Blank]
 - CITY: [Autofilled: Findlay]
 - STATE: [Autofilled: OH]
 - ZIP: [Autofilled: 45840]
 - PHONE: [Blank]
 - PHONE 2: [Blank]
 - FAX: [Blank]
 - EMAIL: [Blank]
 - WEBSITE: [Blank]
 - Options: Option 1, Option 2, Option 3 (each with a dropdown menu)
 - Buttons: View PDF Proof, Adobe Reader
- Screenshot 4: BASIC® MAINTENANCE DOOR HANGER**
 - Quantity: Choose quantity (dropdown)
 - COMPANY NAME: [Blank]
 - ADDRESS: [Blank]
 - ADDRESS 2: [Blank]
 - CITY: [Blank]
 - STATE: [Blank]
 - ZIP: [Blank]
 - PHONE: [Blank]
 - PHONE 2: [Blank]
 - FAX: [Blank]
 - EMAIL: [Blank]
 - WEBSITE: [Blank]
 - Options: Option 1, Option 2, Option 3 (each with a dropdown menu)
 - Buttons: View PDF Proof, Adobe Reader

Phone/Fax - This is for your phone and fax number, or any two numbers.

Email/Website - Email is autofilled. These two fields can be for two emails, or two websites, or a facebook address.

**All fields can be used for their intended purpose or manipulated to serve your purpose.*

Options 1, 2, 3 - These drop down menus are 2 or 3 options you want to advertise. If you only have 2 choices please use the filler photo in the option 3 area. All the same choices are in each field so you can choose which you want first, second or third.

Sealer - Use this drop down to choose your preferred sealing product. (Waterbased Product Selector)

Top Coat - Use this drop down to choose your preferred top coat product. (Waterbased Product Selector)

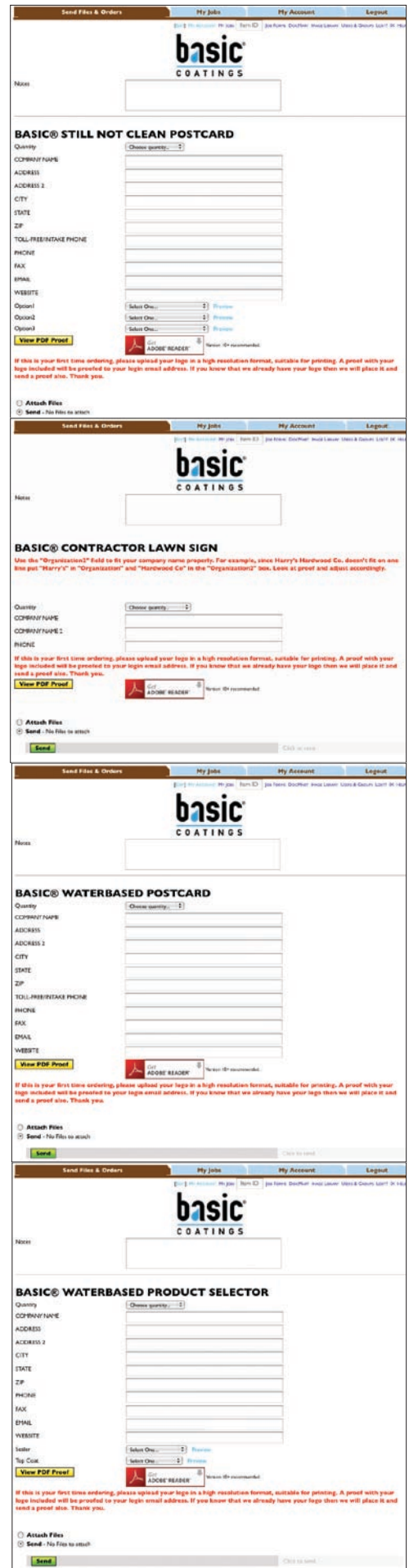
View PDF Proof - This button exists so that you can preview the piece before you place your order. You can manipulate all the fields and keep checking the PDF proof as much as you want, until you have it the way you want it.

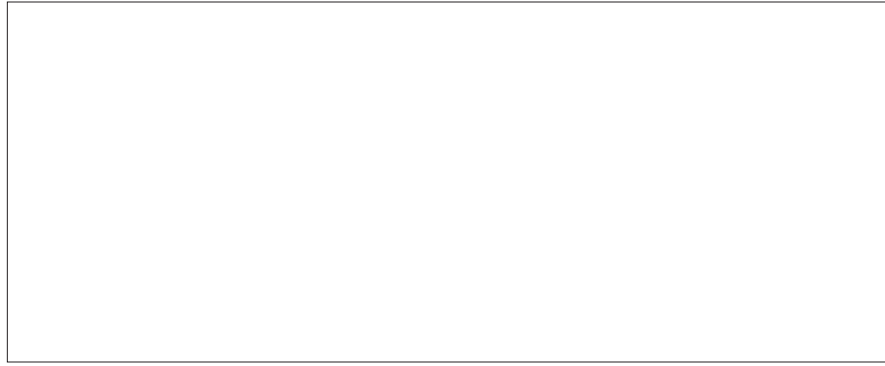
Attach Files » Send - No files to attach » **Send**

- If this is the first time you have placed an order or you have changed your logo since your last order, please click the “**Attach Files**”, browse your computer and attach a high quality logo for printing for us to use on your marketing piece. Once that is attached click “**Send**” and you will receive a confirmation to the login email.

- If we already have your logo click “**Send**” and you will receive a confirmation to the login email.

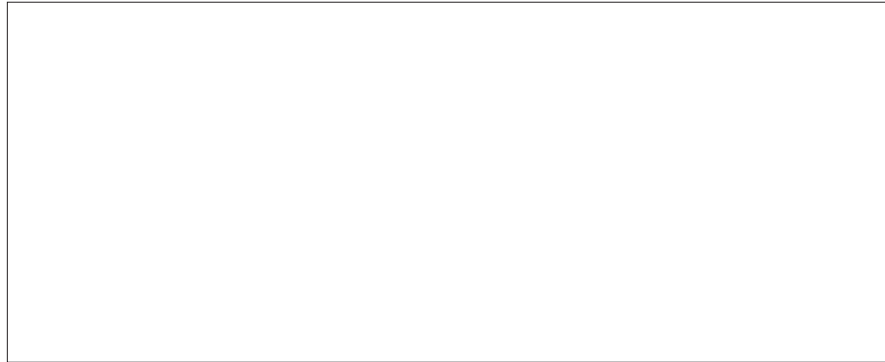
- In either case we will input your logo and send a final proof to the login email, and the piece will not be printed until you call or email your approval.





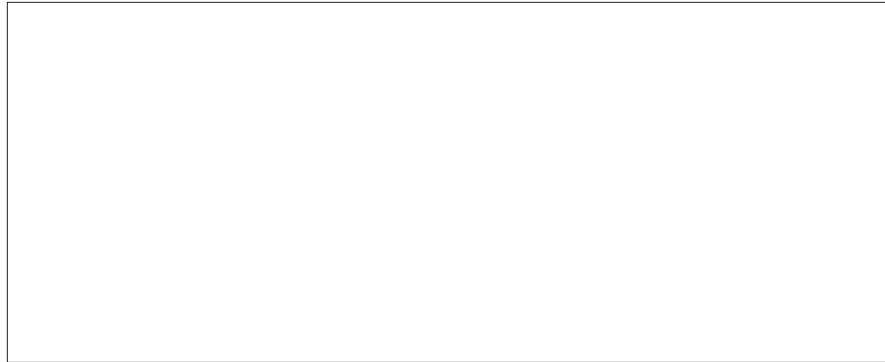
80# ANTHEM GLOSS TEXT

Maintenance Mail Stuffer



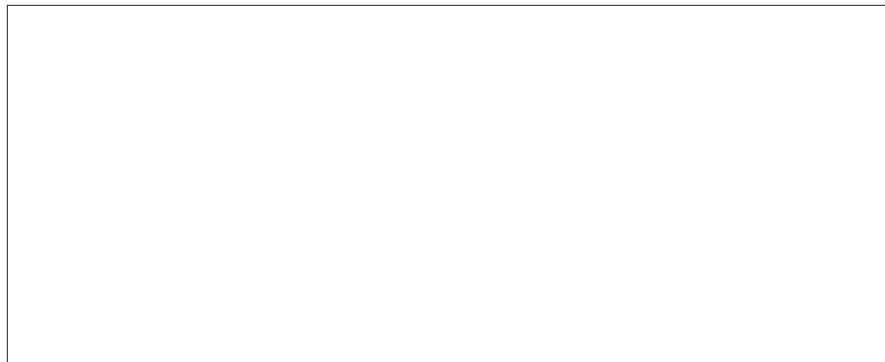
100# ANTHEM GLOSS TEXT

Maintenance Sell Sheet • Waterbased Product Selector



100# ANTHEM GLOSS COVER

Maintenance Postcard • Maintenance Doorhanger • Still Not Clean Postcard • Waterbased Postcard



COROPLAST

Contractor Lawn Sign



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