



PRESS RELEASE

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Basic® Coatings announces the Contractor Toolkit Web Portal

Basic, Toledo, OH – Basic Coatings is proud to announce the launch of our new Contractor Toolkit <http://www.basiccoatings.com/MarketingShop/Pages/Contractor-Toolkit.aspx> web portal. Reach your customers with customized marketing tools that are designed to perform! The Contractor Toolkit is a marketing program that provides several different opportunities for our contractors to create custom marketing resources. Marketing tools include custom brochures, yard signs, door hangers, direct mail, postcards, and mail stuffers.

Basic Coatings is committed to helping our business partners succeed in this new, challenging business arena. Basic's Contractor Toolkit offers a user-friendly, web-based system for creating the same marketing tools used by successful businesses across the country – and they can be customized to include personalized logos and messages! Through the Basic Coatings Contractor Toolkit web portal, you have an opportunity to market your business and create more local awareness of your company and the quality of the Basic products you sell. Our Contractor Toolkit marketing tools offer you cutting-edge designs and promotional copy highlighting the features and benefits of our products while creating an association between these high quality products and you, our local business partners.

The Contractor Toolkit marketing tools were designed to help our contractors generate more sales and become more profitable. Moving forward, our intention is to add more and more helpful tools to this program. We are looking for your feedback! Please let us know if the existing tools have been successful and what other kinds of tools you would like to see. We created the Basic Coatings Contractor Toolkit to help you succeed. Basic Coatings can be contacted any time at bcinfo@basiccoatings.com.

Basic is a leading manufacturer of proven high-quality wood floor coatings, maintenance products, and floor care equipment for commercial and residential use. For more information about Basic Coatings or our products and services, please call our Customer Service department at 1-800-441-1934 or visit www.basiccoatings.com.