

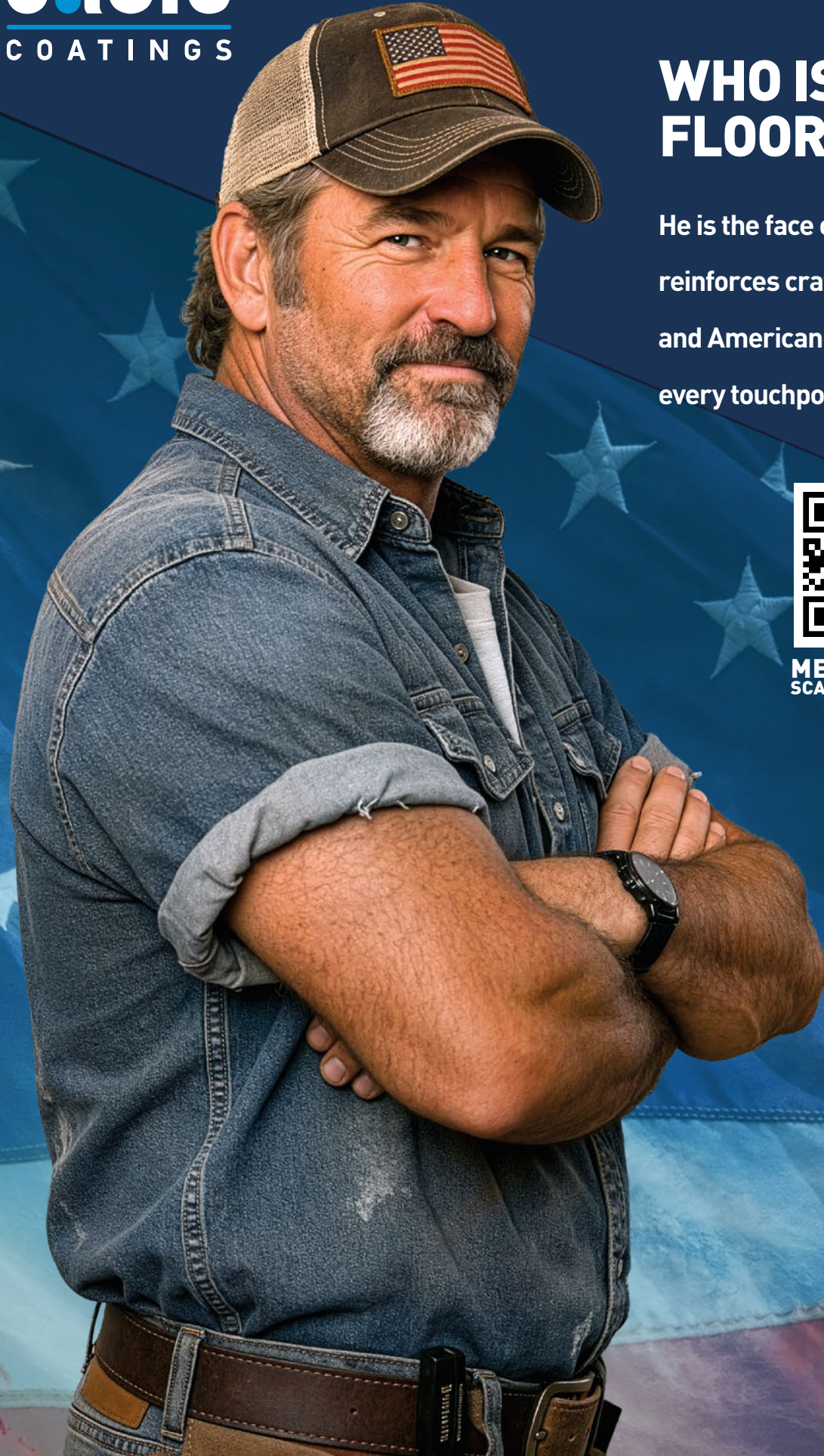


basic[®]
COATINGS

**BE AMERICAN.
BUY AMERICAN.**

WHERE GREAT FLOORS ARE DONE RIGHT

DISTRIBUTOR PLAYBOOK



WHO IS WOODY FLOORMAN?

He is the face of Basic Coatings, and reinforces craftsmanship, durability, and American-made integrity at every touchpoint.



MEET WOODY
SCAN THE QR CODE

PARTNERING FOR SUCCESS

NO PRICE INCREASES. NO SURPRISES

Basic Coatings® is holding the line. Same trusted products. No price increases.*

- 1. Consistent pricing
- 2. Reliable supply
- 3. Proven performance

**Valid through 2026*

DISTRIBUTOR ROLE

Your branch plays a critical role in bringing this campaign to life.

YOUR RESPONSIBILITIES:

- 1. Display all POS materials in high-traffic contractor areas
- 2. Ensure Basic Coatings products are visible and accessible
- 3. Encourage counter staff to mention the campaign
- 4. Distribute contractor materials and swag
- 5. Support demo days and in-branch events

WHAT YOU GAIN:

- Increased contractor traffic
- Higher product visibility
- Stronger differentiation vs. competitors
- Alignment with a national campaign

BASIC COATINGS SALES ROLE

Our sales team is here to support execution at your location(s).

- 1. Install and refresh POS materials as needed
- 2. Train staff (quick, simple talking points)
- 3. Schedule and execute on Table/Demo Days
- 4. Provide additional materials and swag
- 5. Drive contractor awareness locally



PRODUCT DISPLAY

6 FT FLOOR DISPLAY TO FEATURE 5 KEY BASIC COATINGS PRODUCTS

- Ensure full product lineup is stocked and front facing
- Highlight core Basic Coatings® products
- Position near high-traffic pathways



POSTER – 48" X 24"

PROMOTIONAL REPOSITIONAL POSTER FOR DISPLAY

- Place in high visibility area (entry, aisle, behind counter)
- Ensure unobstructed view



COUNTER CARD DISPLAY

PROMOTIONAL COUNTER DISPLAY WITH PAMPHLETS TO HAND OUT

- Place directly at checkout counter
- Insert contractor-facing literature
- Ensure Woody and campaign messaging is visible



SWAG DISPLAY

COUNTER DISPLAY TO HOLD SWAG ITEMS

- Position near counter or product display
- Keep organized and visible
- Replenish regularly



STAFF CHEAT SHEET

A REFERENCE SHEET TO PLACE BEHIND THE COUNTER CARD DISPLAY FOR STAFF

- Who is Woody Floorman?
- What is the campaign?
- What should I say to contractors?



SWAG ITEMS

PROMOTIONAL ITEMS TO PLACE IN SWAG DISPLAY

- Carpenter pencils
- Stickers
- Sharpies
- Koozies





WHAT IS A TABLE DEMO DAY?

A simple, in-branch event where contractors:

1. Engage with knowledgeable sales representatives
2. See products in action
3. Ask questions
4. Experience American performance firsthand

WE'RE HERE TO SUPPORT YOU:

For additional materials, table/demo support, or questions, contact your Basic Coatings Sales Representative, or visit basiccoatings.com.



DRIVE CONTRACTOR ENGAGEMENT AND PRODUCT TRIAL

HOW IT WORKS

STEP 1

SCHEDULING



1. Coordinate with Basic Coatings® Sales Rep
2. Choose high-traffic day and time



STEP 2

SET UP



1. Table near product display or entrance
2. Display products / demo materials clearly



STEP 3

EXECUTE

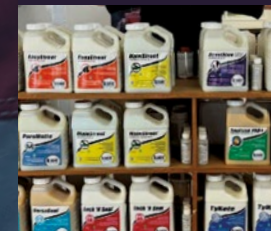


1. Engage with customer base
2. Demonstrate application and performance
3. Keep it simple, practical, and impactful



STEP 4

CLOSE



1. Direct contractors to product shelves
2. Reinforce: American-made, no price increases, proven performance



STEP 5

WHAT SUCCESS LOOKS LIKE



1. Contractors stopping and engaging
2. Product demonstrations
3. Basic Coatings products moving after contractor engagements





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Where Great Finishes Start

