

Retailer Package



Nice to meet you!

We're so happy you've decided to join our family of Plaster Paint retailers as we grow across Canada.

First, we'd like to tell you a bit about ourselves.



We're Matt and Layne. You know those people who are always telling you, "Don't buy that, just make it?" That's us.

We're DIY lifers, savvy business owners, and big time animal lovers devoted to clean living and doing good in our community.

But most importantly, we're a family just doing what we love.

Let's make something beautiful together.

And now, about the product....

Plaster Paint offers two paint lines as well as sealants, brushes and glazes. We target all types of customer from those with little to no experience all the way to seasoned DIYers. Plaster Paint is the top trending chalk-style paint currently on the market in North America, and one of the only that offers no sanding, priming or sealing. We offer an amazing colour pallet and continue to work with top designers to create new, exciting products.

When you decide to become a Plaster Paint Retailer, you will receive a start up package that gives you everything you need to be successful, including:

- Complete wholesale line of the amazing, leading-edge Plaster Paint products that pretty much sell themselves
- Hands-on training covering techniques, tips, and unique usage ideas
- Marketing products such as brochures, paint samples, and product descriptions for online use
- Class hosting instructions to increase store traffic and product sales

The great product is only beginning. Being a Plaster Paint Retailer has so many benefits:

- Plaster Paint offers a strong 24/7 support system for our retailers that includes ongoing training
- National advertising and marketing to double up on your efforts
- Options to secure your territory
- Great profit margins
- Order turn around in 7 days
- 100% customer satisfaction or money back guarantee



**NO SANDING, NO STRIPPING, NO PRIMING
THE EASIEST PAINT YOU WILL EVER USE!**

Plaster Paint Products

Furniture Paint



Original Plaster Paint

The tried-and-true original Plaster Paint! This magic concoction provides the durability required to makeover anything, and we mean anything. Furniture, kitchen cabinets, bathroom vanity, formica counter tops, the brick fireplace, even your leather furniture! Watch our tutorials to learn how to easily transform anything in your home.

Available in 38 colours.

Pricing:	Wholesale	Suggested Retail
4 oz	\$4.00	\$8.00
8 oz	\$6.00	\$12.00
16 oz	\$11.50	\$23.00
32 oz	\$22.00	\$44.00
32oz CAN	\$23.50	\$47.00



One Step Paint

If you're looking for a durable, smooth, vibrant and long lasting paint, here it is. One Step Plaster Paint eliminates the need to seal your project. Only minor sanding or the use of New Surface is recommended before paint application. One Step is ideal for doors or kitchen and bathroom cabinet makeovers. Watch our One Step tutorial to see just how easy it is.

Available in 18 colours.

Pricing:	Wholesale	Suggested Retail
4 oz	\$6.50	\$7.50
8 oz	\$7.50	\$15.00
16 oz	\$12.50	\$25.00
32 oz	\$23.50	\$47.00
32oz CAN	\$26.00	\$52.00



Metallic Paint

The tried-and-true original Plaster Paint...with a little something extra! Metallic Plaster Paint provides the same durability required to makeover anything with the added bonus of a metallic finish. Watch our tutorials to learn how to easily transform anything in your home.

Available in 8 colours.

Pricing:	Wholesale	Suggested Retail
4 oz	\$7.00	\$14.00
8 oz	\$9.00	\$18.00
16 oz	\$24.00	\$34.00
32 oz	\$48.00	\$64.00
32oz CAN	\$51.00	\$67.00



Plaster Paint Powder

Have some old paint kicking around? Plaster Paint Powder can turn any water-based latex matte-finish paint into rich, creamy plaster paint.

24oz of Plaster Paint Powder makes up to four quarts or one gallon of any colour Plaster Paint. For smaller projects, mix one scoop to one cup of any colour of matte-finish latex paint.

Pricing:	Wholesale	Suggested Retail
8 oz	\$5.50	\$10.00
32 oz	\$12.00	\$22.00

Sealants



Antique Wax

The Original Plaster Paint® Antiquing Paste Wax has a Carnauba wax base, the hardest natural wax. This wax has an added brown color tint to highlight & emphasize your piece's fine features. Paste Wax is best used on wood surfaces such as furniture, cabinetry, floors & any wood decor. Paste wax gives a silky smooth, rich finish.

Pricing:	Wholesale	Suggested Retail
8 oz	\$14.00	\$28.00



Liquid Wax

Great for use indoors or outdoors. You can choose from Super Gloss or Matte finish. No buffing required. Used for all furniture pieces and recommended for all metal, plastics, glass, appliances, counter tops & most non-porous surfaces. Best applied using our signature bristle brushes or a Restore® synthetic brush.

Available in Matte or Semi-Gloss finish.

Pricing:	Wholesale	Suggested Retail
4 oz	\$6.50	\$13.00
8 oz	\$10.25	\$21.00
16 oz	\$17.50	\$35.00
32 oz	\$32.50	\$67.00



Paste Wax

The Original Plaster Paint® Paste Wax has a Carnauba wax base, the hardest natural wax. Paste Wax is colourless and best used on wood surfaces such as furniture, cabinetry, floors & any wood decor. Paste wax gives a silky smooth, rich finish.

Pricing:	Wholesale	Suggested Retail
8 oz	\$12.00	\$24.00
32 oz	\$24.00	\$34.00



Glaze

Enhance your current colour and pop out the detail of your piece with The Original Plaster Paint® Coloured Glaze. Available in Black, Brown & Patina.

Pricing:	Wholesale	Suggested Retail
8 oz	\$9.00	\$18.00



Magic Seal

The Original Plaster Paint® Magic Spray Seal is best for hard to reach areas such as chairs or grooves on furniture and is ideal for layering between colors. This sealant leaves a hard, clear, non yellowing finish when dried .

Available in both Matte and Semi-Gloss finish.

Pricing:	Wholesale	Suggested Retail
9 oz	\$20.00	\$30.00

Textures



Crackle

The Original Plaster Paint® Crackle is a water based additive that, when applied in between paint colour layers, will dry the paint with cracks to show the colour or texture beneath the layer of paint. Great for that “old world” antique look or for a more modern colourful spin on your piece.

Pricing:	Wholesale	Suggested Retail
8 oz	\$11.00	\$22.00

Brushes & Accessories

Restore® Escoda Bristle Long Handle

Perfect for applying Plaster Paint and Sealants.



Pricing:	Wholesale	Suggested Retail
Medium	\$17.00	\$22.00
Large	\$20.00	\$25.00

Restore® Oval Brush

Perfect for applying Plaster Paint and Sealants.



Pricing:	Wholesale	Suggested Retail
Medium	\$17.00	\$22.00
Large	\$22.00	\$27.00

Restore® Wax Brush

Perfect for applying Paste Wax.



Pricing:	Wholesale	Suggested Retail
Medium	\$28.00	\$33.00
Large	\$34.00	\$39.00

Restore® Flat Brush Natural

Perfect for applying Plaster Paint and Sealants.



Pricing:	Wholesale	Suggested Retail
2 inch	\$19.00	\$24.00

Restore® Flat Brush Synthetic

Perfect for applying Liquid Wax or One Step paint and a friendly alternative to a natural hair bristle brush.



Pricing:	Wholesale	Suggested Retail
1 inch	\$8.00	\$12.00
2 inch	\$10.00	\$14.00
3 inch	\$12.00	\$16.00



Restore® Brush Sample Pack

Pack includes one of each Restore brush packaged in a beautiful designer box. Perfect for sampling each brush or as a gift.

Pricing:	Wholesale	Suggested Retail
Sample Pack	\$130.00	\$260.00



Round Pine Buffer Brush

The perfect drill attachment to take the hard work out of buffing your piece to the perfect sheen.

Pricing:	Wholesale	Suggested Retail
Medium	\$24.00	\$48.00



Plaster Paint Signature Brush

Perfect for applying our original Plaster Paint. This brush creates a smooth finish, eliminating heavy brush strokes and holding a great deal of paint so you're not having to continuously reload your brush.

Pricing:	Wholesale	Suggested Retail
1 inch	\$20.00	\$30.00
1.5 inch	\$24.00	\$39.00



Chip Brush

Inexpensive multipurpose brush for advanced finishing of projects, dry brushing, sealants, paint, etc. Fits great in corners and hard to reach areas.

Pricing:	Wholesale	Suggested Retail
2 inch	\$2.00	\$4.00
3 inch	\$3.00	\$6.00

Counter Top Paint



Counter Top Kits

Here is that quick fix counter top solution you've been looking for. The Standard Plaster Paint Counter Top Kit includes everything you should need to complete approximately 10 to 18 linear feet of counter space. If you have a larger kitchen or one with an island you may want to purchase the Deluxe Plaster Paint Kit which covers up to approximately 32 liner feet.

The base coats for the counter top kits come in the following colors:

Metallics-Bronze, Champagne, Fireside, Silver & Gold.
Standard-Toasted Marshmallow, Latte Ice, Java.

Basic:

- 1 x Base Coat
- 1 x Super Gloss
- 5 x Accent Colors
- 1 x Application Sponge
- 2 x 2 inch chip brush

Deluxe:

- 2 x Base Coat
- 2 x Super Gloss
- 5 x Accent Colors
- 1 x Application Sponge
- 2 x 2 inch chip brush

Pricing:	Wholesale	Suggested Retail
Standard	\$53.00	\$110.00
Deluxe	\$83.50	\$176.00
Standard Metallic	\$65.50	\$122.00
Deluxe Metallic	\$108.50	\$199.00



Counter Top Kit Add Ons

Individual 2oz bottles of colours Java, Champagne, Latte Ice, Black Tie or Bronze.

Pricing:	Wholesale	Suggested Retail
2 oz	\$3.50	\$7.00

Prepping



New Surface

Allows paint to easily adhere to any surface including wood, metal, glass, ceramic, laminate, stainless steel and porcelain.

Pricing:	Wholesale	Suggested Retail
16 oz	\$11.00	22.00
32 oz	\$22.00	44.00

Not for Resale



Party Paint

Party Paint comes in two sizes in all the Original, Metallic and One Step colour options. Party Paint is meant to be used for your craft classes so you can avoid pulling product from your floor inventory. The Party Paints are perfect for your classrooms and personal use. These are not for resale and are at a price discount below your regular wholesale price.

Pricing:	Wholesale
Original Plaster Paint 12 oz	\$8.00
Original Plaster Paint Gallon	\$75.00
One Step Paint 12 oz	\$9.50
One Step Paint Gallon	\$84.75
Metallic Plaster Paint 12 oz	\$13.00
Metallic Plaster Paint Gallon	\$175.00



Restore Counter Assortment

Assortment includes 41 brushes—4 of each series and 5 of the medium oval. Display Dimensions: 10.5”w x 9”d x 18”h.

Pricing:	Wholesale
Display	\$765.00



Plaster Paint

- One Step Paint -



True Black



Stone



Dusty Plum



Tuscan Olive



Sage



Bark



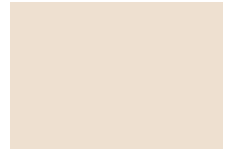
Driftwood



Sandstone



Sweet Cream



White Wash



Sailor



Bungalow Blue



Kasie



Mona Lisa



Blue Ice



Crimson



Powder Pink

- Metallics -



Midnight Luxx



Fireside



Gold



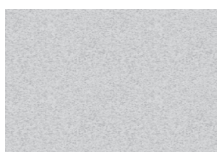
Bronze



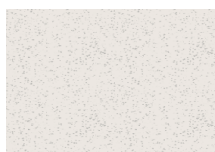
Scarlet



Champagne

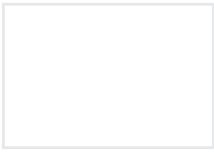


Silver



Pearl

- Original Plaster Paint -



Simple White



Grey Silk



Flannel



Java



Espresso



Mink



Latte Ice



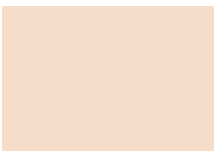
Cottage Yellow



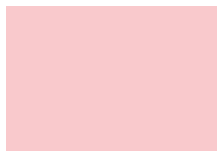
Toasted
Marshmallow



Cashmere



Sweet Cream



Powder Pink



Parlour Pink



Coraline



Pink Dreams



Old Red



Autumn



Merlot



Red Ruby



Dahlia



Marigold



Mossy Meadow



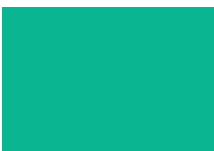
Cottage Green



Irish Clover



Ireland



Mintalicious



Native Stone



Bella



Jewel



Ava



Cottage Blue



Ocean Breeze



Seaside



Paris



Cobalt



Sugar Plum



Lilac Breeze



Black Tie

How to Order

All orders will be placed through our website. Go to www.plasterpaint.ca and click on the retailer login button at the bottom of the page. Enter your user name and password provided in your wholesale welcome package.

We are proud to offer our new retailers free shipping for the first three months. After that, you have the choice to ship by UPS or Loomis. If you wish to use another carrier or method, please let us know before placing your order.

Be the Best Retailer

As any business owner knows, being successful goes far beyond just selling products. You have to become a trusted expert and offer exceptional customer service! We want to help you achieve just this. The following pages offer education, tips, and strategies to help you be as helpful to your customers as possible while also increasing sales. And remember, if you ever need help beyond these pages, always feel free to reach out. We are always ready to help our retailers in any way possible!



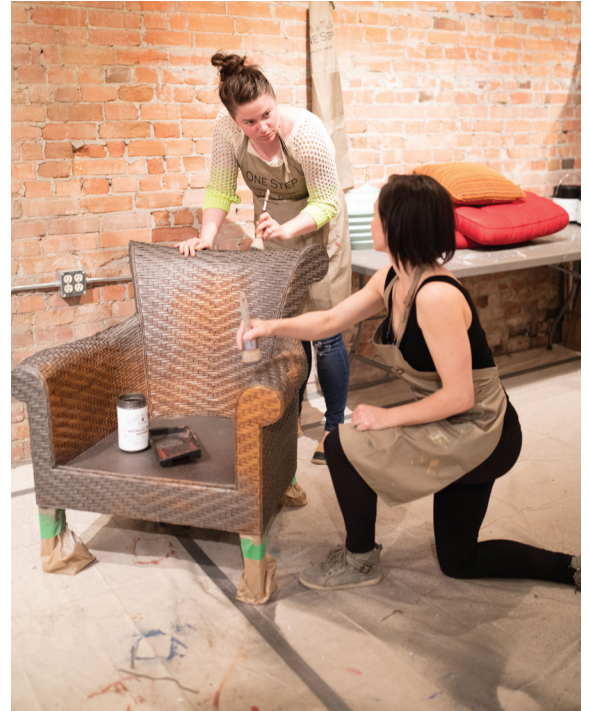
Getting Started

Training

Your retailer support begins from the minute you place your first order. We want to make sure you're receiving as much help as you need. We offer two training options to help you learn everything you need to know about Plaster Paint.

First option: Visit our [Youtube channel](#) and watch the training videos provided. Once you're through them all, we will arrange a conference call with you to go over any questions you have, or solidify any of the techniques shown.

Second option: Sometimes you just need to meet in person! Layne is available to travel for personal one-on-one training. This training includes two full days. The first day we will go over product knowledge, painting techniques, and selling points. That evening or the next day, Layne will help you host your first paint class. The second day you will run another class. Flights must be provided, or mileage covered if the drive is under four hours, as well as a \$500 training fee. Please note, most often the profits from the two classes will help cover the cost of this valuable training.



Once you are signed up, we will ask you which training method you'd prefer. You can access the Youtube videos at any time, and the option to do the in-person training is always available. And, of course, as you're selling, we are always just a phone call or email away if you have any questions or want to learn a new technique!

You'll also be able to join the Plaster Paint Canada Private Retailers group on Facebook. There you will be able to interact with other retailers and Layne and Matt about tricks, tips, ideas and questions about Plaster Paint Products.

Setting Up Your Display

A display that is set up in a way that is appealing to the eye while also making products easy to see, find, and understand is the first step in making a sale.

When setting up your Plaster Paint product, the best way for your customers to view and understand your paint is to display it in its individual product groupings. That means Original Plaster Paint all together, One Step together, Sealants together, and so on. Then put each individual colour together within that product group. This way the customer sees each color and what sizes are available in each color. Sometimes tipping one jar on its side so the customer can view the color helps too.

I like using our plaster paint posters that give a quick explanation of what each product is and does, just in case the customer views the product when you're tied up and can't give your explanation right away. These posters are included in your retailer kit.

Having a piece of furniture painted in the colors you sell helps the customer see the live version of the paint.



Selling Plaster Paint Products

The most important tool needed to sell paint is knowledge. Understand your paint and why it works. We will guide you with as much knowledge as we can give you, so please make sure you take advantage of the training programs we offer. If you can, take the time to read blogs and any other info you can find on chalk paints, latex paints, and oil paints. You will understand what paints go together, their properties and how they work. Check out our Plaster Paint Blog to learn about different kinds of brushes and paints.

Sometimes customers are hesitant to ask questions about your paint or product. The best way to break the silence without seeming pushy is to first say “hello”, never “how may I help you”. Ask yourself how may sales people ask you that question and what is almost always your response. “Just looking, thanks!” Instead, say hello and ask an open ended question. Here are a few of my favourites:

- “Have you tried plaster paint before?”
- “Have you chalk painted before?”
- “This paint is really cool, did you know you can put it on just about anything... pre-painted surfaces, glass, wood, metal, you name it. And no priming and sanding!”
- “If you’ve tried other chalk paint brands you will love our product. You’ll never go back.”
- “This little jar covers this size of furniture. It’s amazing how such a little jar covers so much. A little bit goes a long way.”
- “Do you have a piece in mind you’re wanting to paint?”

Opening the conversation with a question like these will ensure your customer is open and doesn’t feel pressured. They will be more likely follow up with questions.

Another great way to sell is by showing the customer pieces painted with your product. There is no better way to explain a product than showing a finished project. Another idea is to invite them to come to a free paint class. If they are skeptical, this is their chance to really see the product in action.



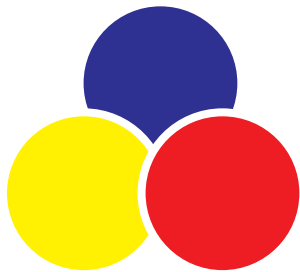
Understanding Colour

Understanding how colours work together will help you be an extra-successful Plaster Paint Retailer! Gaining a simple understanding of basic colour theory will allow you to be a colour expert for your customers to help them coordinate their project with their home and also enhance your displays by using creative colour combinations.

First, let's look at the **Colour Wheel**. This shows all colours.



Colour Types:



Primary: Red, yellow and blue. All other colours are a result of mixing these three hues.

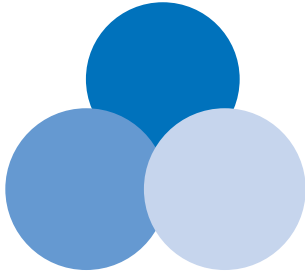


Secondary: Orange, green and purple. These are formed by mixing primary colours.



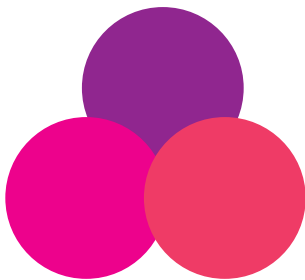
Tertiary: Yellow-orange, red-orange, red-purple, blue-purple, blue-green, yellow-green. These are formed by mixing a primary and a secondary colour.

Now let's mix them together! Here are some common ways to combine colours in a beautiful and cohesive pallet.



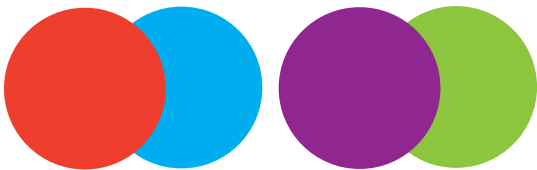
Monochromatic

This means using two or more variations of the same colour, either tints (made lighter by adding white) or shades (made darker by adding black).



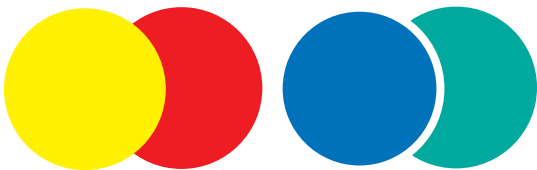
Analogous

This means using colours that are next to each other on the colour wheel.



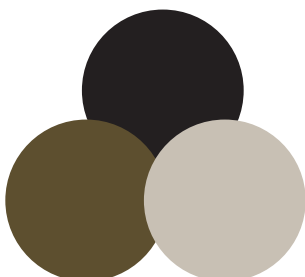
Complimentary

This means using colours that are opposite each other on the colour wheel.



Warm or Cool Tones

Mix warm colours for a bright and energetic feel, or cool colours for a more calming and passive tone.



Neutrals

You can never go wrong with a neutral! Neutrals are shades of black, white, brown or grey and pair well with pretty much any colour.

Plaster Paint

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 [@plasterpaintcanada](https://www.instagram.com/plasterpaintcanada)

Always be creating!