



**It's Time Your
Customers Put Down
Their Forks & Knives,**

**Pick Up Their Brushes
And Rollers...**



And Get A Fresh Start.

Glidden rolls out a refreshing new promotion to help you and your customers get a healthy head start on 1994.

We've made a resolution this year to give you a full calendar of bright, bold, dynamic sales events. "Fresh Start" is the first.

And it has all the ingredients you need to bring in customers and move out paint.

Fresh new point of sale.

This is a great time to catch your customers ready to start

the new year off with a fresh coat of paint. And the "Fresh Start" point

of sale gives them a colorful point of reference.

Plus a few fresh ideas to help you flag them down once they're in the store.

Fresh new promotional TV support. Beginning mid-January, we're supporting your in-store sale activity with an attention-grabbing



national "Fresh Start" TV commercial. It features the paint that's formulated to cover the first time so your customers can finish in less time... a promise that will pull in plenty of paint buyers.

Fresh new local media package. When you turn the page you'll see a sample of "Fresh Start" sale art that you can reproduce and drop into your tabs and newspaper ads. There are also :30 and :60 "Fresh Start" radio commercials you can tailor to fit your store locations.



A fresh push for Master Palette.[®] One of the biggest sales advantages Glidden gives you is Master Palette, the most extensive color system in the business. So, throughout the year, we're going to help you feature that advantage with special P.O.S. mentions.



Newspaper and Color Tab Inserts



Glidden
FRESH START
PAINT SALE

Start the new year off bright with a great paint at a great price.

Spred[®] Wall \$0.00 gal.

 Spred Satin[®] \$0.00 gal.


Glidden
A Better Way To Paint™



CO M15 Y50 B0
 CO M91 Y87 B0
 C100 M56 Y0 B0
 CO M0 Y0 B100
 CO M60 Y100 B5

Glidden
FRESH START
PAINT SALE

Glidden
A Better Way To Paint™



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FRESH START
PAINT SALE

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Radio Commercials

:30 ANNCR: Well, the celebrations are over. The leftovers are eaten. And things that came in the wrong size have been returned. Now's your chance to start the new year off bright with great interior paints at great prices during the Glidden Fresh Start Paint Sale at _____. Save up to \$____ a gallon! Famous Glidden Spred Satin, now only \$____. Durable Glidden Spred Enamel only \$____ and economical Glidden Wall paint just \$____ during the Glidden Fresh Start Paint Sale at _____.

:60 ANNCR: Well, the celebrations are over. The leftovers are gone, too. And all the things that came in the wrong sizes have been returned. Now _____ wants to help you start the new year off bright with great savings on Glidden, the paints formulated to cover the first time so you can finish in less time. It's the Glidden Fresh Start Paint Sale. And right now you can save \$____ a gallon on famous Glidden Spred Satin. Easy to use and easy to clean up, this popular latex is now only \$____. Durable Glidden Spred Enamel Semi-Gloss, the perfect paint to add new life to your woodwork, is now only \$____ a gallon. And talk about savings... economical Spred Wall paint is just \$____ a gallon during the Glidden Fresh Start Paint Sale. So don't miss this chance to get a fresh start on the new year with great Glidden paints at refreshing savings... in the paint department at _____.



A Better Way To Paint™

ICI Paints World Leader