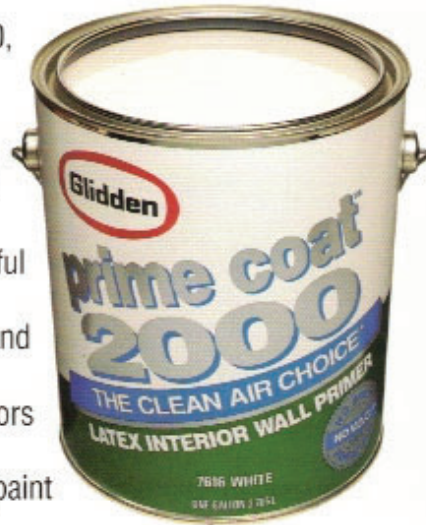




**464 New Colors
Will Have You Seeing
A Lot Of Green**

More Choices For Green Consumers. Green power is growing week by week as more shoppers search for earth-friendly choices. And now you can help them express their personal taste as well as their concern for the environment. Because a new tint base lets you formulate SPRED 2000® in hundreds of custom colors, to complement any decor. That's in addition to our already popular ready-mix colors. There's even a new primer, Prime Coat™ 2000, so customers can start and finish the job right.

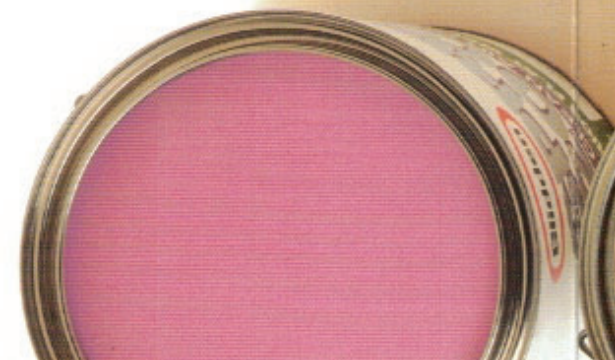
Still The Clean Air Choice.™ SPRED 2000 is still the only paint available with no harmful VOCs*. That means it's easy on both the outdoor and indoor environments, so customers can paint indoors without paint odor. And it also means they can paint year-round, which extends your sales opportunities.



Airing The Clean Air Story To Millions Of Prospects.



We're using the airwaves to increase sales at the same time that we raise environmental awareness. We'll reach out to millions in TV and radio, starting in January with a tie-in to our national Fresh Start promotion, and running all the way through the



Paint indoors without paint odor. Guaranteed.*
 Virtually No Odor. No Harmful VOCs. Hundreds Of Colors.**
*See can label for details. **Custom colors have minimum amounts of VOCs.



And Powerful Point-Of-Sale Will Have Your Customers Buying Green

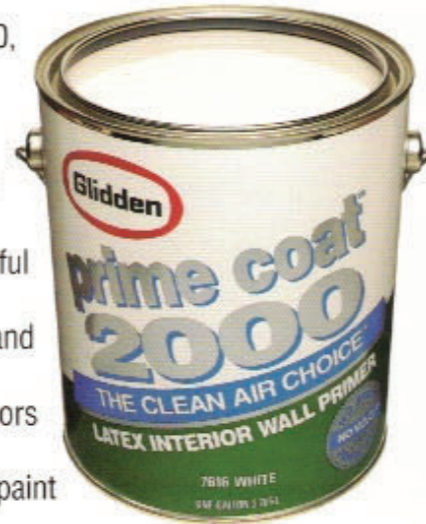


Since its introduction, SPRED 2000® has been the only "green" paint. Millions of customers choose it for what it doesn't have — harmful VOCs and offensive odor. Now, even more will love SPRED 2000 for what it does have — a selection of terrific new colors. In 1994 we're spreading the word on this improved product with eye-popping point-of-sale materials and merchandising. Plus heavy advertising schedules in TV and print that blanket three-quarters of the year. As well as local ad support. All of which give you the opportunity to earn a lot of extra green.



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fall football season with our heavy-hitting NFL sponsorship. We also sponsored the premiere of "Spirits of the Rainforest" in October 1993 on The Discovery Channel®, with an encore showing on Sunday, March 27, 1994. This environmental programming showcases our message to a core audience that's highly motivated to buy green products.

Selling Green In Black And White. But that's not all. We've also made a series of strategic, full-color magazine media buys.

Which means we'll sell to millions of qualified prospects while they're relaxed, receptive and involved with their favorite reading material. Our clean-air ads, in specialty publications like *Better Homes and Gardens' "Decorating"* and environmental magazines including *Green Alternatives*, will send them into your store primed and ready to buy.



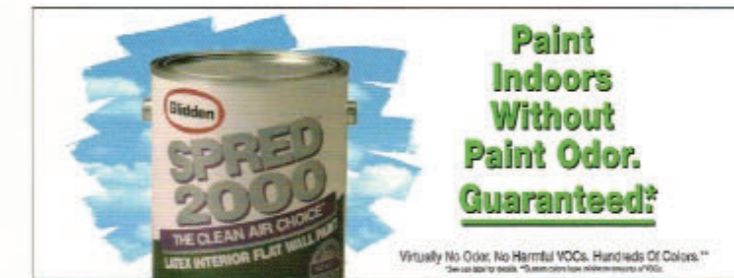
Widespread Exposure In Editorial Environments. We

haven't overlooked editorial coverage, either. We're preparing a strong public relations push that includes working with the editors of leading publications for prominent feature articles on SPRED 2000 all through the year. We've also renewed our commitment to the National Audubon Society's Clean Air For Kids™ program, which supports nature centers across the country, for even more positive exposure.



New Merchandising And P.O.S. For Your In-Store Environment.

We'll direct all these customers to the paint department once we've got them in your store. Starting with a brand-new paint-aisle merchandising system. This versatile header system fits your existing P.O.S. hardware and can be configured to fit various shelves for maximum impact. Clean-air and color-sample header panels announce SPRED 2000 with bright,



bold graphics. And just look at the rest of these powerful SPRED 2000 materials,

ready to help you close sales: • Custom-colors panel for the Master Palette® • SPRED 2000 custom-colors deck. • SPRED 2000 custom-colors color card. • SPRED 2000 custom-colors chip rack/color center. • Window, wall and over-the-wire banners. • Mass stack can headers right at your paint display. • Attention-grabbing bail tags that turn every can into an ad.

Thinking Globally, Acting Locally. To finalize the program, we've prepared sample SPRED 2000 sale art so you can promote the paint locally in your tabs and newspaper ads. Plus punchy :30 and :60 radio scripts to customize for your store locations.

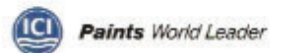
Order your SPRED 2000 support materials today. And get ready to see a lot of extra green in 1994.





A Better Way To Paint.™

The Glidden Company
Cleveland, Ohio 44115



The Glidden Company is a member of the ICI Paints World Group