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GLIDDEN PROFESSIONAL Launches Marketing Toolkit for the Pros

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PITTSBURGH--(BUSINESS WIRE)--Dec. 9, 2014-- The GLIDDEN PROFESSIONAL® brand, one of America's most trusted and recognized professional paint brands, today announced the launch of a new marketing toolkit for the professional painter. This easy-to-use system is designed specifically for the Pros to provide necessary tools to help them promote their businesses.

This toolkit enables the Pros to stand out from the competition by helping them develop professionally designed and printed promotional materials that display their company logos with the outstanding quality that is a staple of *Glidden Professional* products.

By utilizing the digital toolkit, Pros will be able to create hats, T-shirts, business cards, lawn signs, vehicle magnets and many other unique and creative items with production turnaround times of as few as three business days.

"The Pros have the products and the skills necessary to do their jobs, but the time and effort it takes to market their brands isn't always available," said Jodi Pitchok, senior marketing manager for the *Glidden Professional* brand of PPG Architectural Coatings. "We are excited about the opportunity to provide our Pros with an easy-to-use and affordable toolkit that will help them create quality promotional products to help attract new customers."

Visit www.GliddenProfessional.com/THD/ProMarketingToolkit to get started.

Glidden Professional products are available at more than 2,200 THE HOME DEPOT® locations. [Click here](#) to locate a store near you.

PPG: BRINGING INNOVATION TO THE SURFACE.®

PPG Industries' vision is to continue to be the world's leading coatings and specialty materials company. Through leadership in innovation, sustainability and color, PPG helps customers in industrial, transportation, consumer products, and construction markets and aftermarkets to enhance more surfaces in more ways than does any other company. Founded in 1883, PPG has global headquarters in Pittsburgh and operates in nearly 70 countries around the world. Reported net sales in 2013 were \$15.1 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit www.ppg.com and follow [@PPGIndustries](https://twitter.com/PPGIndustries) on Twitter.

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Source: PPG Industries, Inc.

PPG Architectural Coatings
Katie Kirkpatrick, 724-742-5352
katie.kirkpatrick@ppg.com