



## **COMPARING QUALITY & PRICES OF PAINT**

***“Who in town has the best Quality and Prices on Paint???”***

***How about some truth in advertising?***

***Generally speaking, most paint manufacturers make very good paint. They also make lesser grades and that’s why it’s good to know how the paint industry positions their various product lines so that they fit into certain categories based on performance, application and price.***

***Before shopping for paint, decide what is important to YOU!***

***Application – How does the product brush, roll, spatter, dry...***

***Performance – Does the product cover, wash, touch-up, hold it’s color...***

***Price – What is the budget? Does the product seem affordable?***

***What determines the product quality level has to do with the ingredients used in the manufacturing process.***

***GOOD This refers to an entry-level product. These products “work” but predictably not as well as their available upgrades.***

***BETTER Sometimes referred to as the “professional best.” Typically has good coverage & durability as well as ease of application.***

***BEST Typically only found at “full-service” paint stores, manufacturer’s “best” excels on all levels of application, coverage, build and performance.***

***Pros and Cons...***

***Depending on the project needs, budget, etc, it can be more expensive to choose an entry-level (“good”) paint product. Why? If you save \$3-\$5 per gallon, but you have to apply additional coats, or durability suffers, then the least expensive product was the most expensive to use! This refers to the additional labor & buying more “inexpensive” paint. For this reason, The Paint Factory stocks & sells very little entry-level paint products. Our professional customers tell us that “They can’t afford cheap paint that doesn’t perform!”***

## ***How Paint is Priced, Marketed & Sold...***

***Box stores avoid a manufacturer's "best" product lines due to the price. By not offering their chosen manufacturer's "best" product lines, they sound less expensive, when in-fact they choose to exclude the best products that the paint manufacturer offers to avoid looking expensive!***

***Paint Store's competing "Sales" can make shopping for paint confusing.***

***1<sup>st</sup> - Determine what level of quality they put on sale (good,better,best).***

***2<sup>nd</sup> - What is the regular, everyday price.***

***3<sup>rd</sup> - Is the promotion a good value or just "25% off of TOO MUCH!!!?"***

***Making a few phone calls to perspective paint stores can help you feel better about your final decision. Start with The Paint factory!***

***As well as a good price, we all like good SERVICE! To get a feel for how your project will be serviced, visit the paint stores before-hand and/or talk to friends to see where they have received the best service.***

***As the area's locally-owned paint dealership, The Paint Factory was created on the premise of Quality, Affordability, Service and Community Involvement! While our advertising hasn't typically touted sales, our low, everyday list prices make us extremely price competitive. If you prefer to wait for sale promotions to make purchases, you don't have to wait with us! Visit our informative, user-friendly website and click on the "Specials" page where you can print off a money-saving coupon.***

***At The Paint Factory...***

***WE'RE TAKING THE "PAIN" OUT OF "PAINT"***

***BOZEMAN – 585-7117***

***BELGRADE – 388-8008***

***[www.MontanaPaintFactory.com](http://www.MontanaPaintFactory.com)***

