

SPECIAL FEATURE

2007 HBE Partners of Choice

PAINT

PPG Industries, Inc.

PPG offers a variety of quality wall paint products at various price points in an assortment of standard, ready-mix colors under its well-known and trusted Pittsburgh, Porter, and Monarch brands.

Along with a comprehensive lineup of products, PPG offers professional, value-added marketing and color tools to help builders market their homes to potential buyers through the HomeVantage Homebuilder Partner Program. The comprehensive program also includes field personnel working closely with builders to understand their needs and write paint specifications that optimize value and performance. Training and

inspections are implemented, and PPG partners with applicators to ensure the process delivers a consistent, quality program.

PPG recognizes that focusing on product and price alone would be short-sighted and wouldn't bring additional value to builders. The HomeVantage Homebuilder Partner Program is predicated on a commitment to high-performing products backed by a quality-focused service model.

Along with the specifications and job inspections, the program as a whole improves efficiencies and reduces the overall cost to builders.

Furthermore, PPG has introduced a color upgrade program, through which production builders can differentiate themselves in the market, resulting in additional revenue. The Color Sense

Game™ from the Voice of Color® system assists potential homebuyers with color choices based on the nine Harmony Collection™ palettes. The entire color selection process is simplified and personalized based upon homebuyers' unique personality and sensory perceptions. The results of the game identify homebuyers' appropriate Harmony palette and help coordinate the selection and use of color, cabinets, countertops, carpeting, and more.

Recently, a southeastern production builder implemented the color upgrade program and installed The Color Sense Game and Harmony Collection display in one of its design centers. The program has led to a 100% conversion rate for homebuyers to purchase a color upgrade, and the builder is expanding the program to other design centers.

