



# Do others **see** our Integrity?

## Standing Side-by-Side with a Fortune 500 Giant



Mark Riggle, at left, with S-W sales rep Jason Streicher.

Mark Riggle, franchise owner of CertaPro Painters, Indianapolis, a paint contracting service provider, describes doing business with Sherwin-Williams as "one of the handful of relationships that we consider to be side-by-side."

It might seem unusual for a local franchisee

to stand equal next to a Fortune 500 company. But to Riggle, Sherwin-Williams is not just any Fortune 500 company, or for that matter, just any paint company. "I see Sherwin-Williams as such a trusted partner that there really isn't a close second in the paint industry."

Riggle often calls on Sherwin-Williams for assistance in pursuing a customer opportunity, such as getting a different coating unavailable in their stores. Yet, no matter what the need is, Sherwin-Williams has never turned him away. When Sherwin-Williams can't say yes, they'll look for another solution.

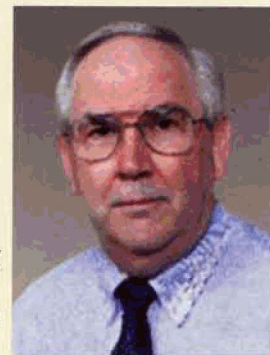
In some cases, employees will literally go the extra mile to make things happen. He recalls one instance where a Sherwin-Williams sales representative personally drove the paint to his store to ensure his staff received it in time for a job.

For Riggle, this is possible because Sherwin-Williams never compromises their core values, throughout the entire company. Since 1999, when Riggle started his business and began purchasing for Sherwin-Williams, he has never heard any Sherwin-Williams employee denigrate a competitor's paint or try hard-sell techniques. Instead, Sherwin-Williams has always asked how they can help his company.

## Genuine Concern makes Sherwin-Williams a Top Partner

When a Fortune 500 company's CEO takes time out of his day just to say hello, you know you're dealing with an extraordinary business.

Several years ago, when Dick Wise, merchandise manager for Paint and Sundries at Do it Best Corp., was attending a planning meeting at Sherwin-Williams' headquarters, CEO Chris Connor came over to ask him about his company and his team, and thank him for coming to Cleveland. Wise was impressed, "These guys have a genuine concern for Do it Best Corp."



To be sure, Do it Best Corp., a co-op of more than 4,100 hardware stores, home centers and lumber yards nationwide, isn't your average Sherwin-Williams customer. The two companies have been doing business since 1945, the very same year Do it Best Corp. was founded, and value the longevity of their relationship.

Still, Sherwin-Williams has distinguished themselves among the co-op's vendors through their outstanding commitment. There's no better example than the responsiveness of Sherwin-Williams sales representatives, who will drop what they're doing just to solve urgent matters for Do it Best Corp. member stores. The company can count on Sherwin-Williams to take care of the situation right now — instead of just "today" — and provide immediate follow-up by e-mail or phone to let the company know when and if the situation has been resolved.

That dedication from the sales representatives remains, even when Do it Best Corp. is no longer their account. Tom Traylor, previously a sales representative for Do it Best Corp. and now Director of Business Development for Diversified Brands, still continues to check in with Wise and Keith Akey, the current sales representative for Do it Best Corp., about how the company is doing.

For Wise, the Sherwin-Williams relationship is a reflection of the corporate values that Do it Best Corp. shares. "Our company is one in the industry with high integrity as well. So when you look at the two companies, it's really a perfect match."



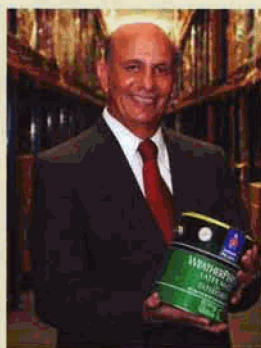
## A Firm Handshake is More than Good Enough

Integrity means you stand by your business partners, even in times of war. Salvador Llorc, the recently retired President and COO of Sherwin-Williams Central America, a licensee of Sherwin-Williams based in El Salvador, discovered the true loyalty of his North American partner during the 12-year Salvadoran Civil War.

At a time when every employee in Llorc's company suffered family casualties — physical or psychological — and faced a public transportation system under threat by guerrilla attacks, Sherwin-Williams never abandoned them. Senior managers phoned frequently and even traveled to El Salvador, despite the danger and uncertainty, to show their support.

**It's no wonder then that Llorc considers contracts and other legal documentation with Sherwin-Williams a mere formality.** "I am still convinced that the 'old way' of reaching an agreement through a strong and firm handshake and a straight and transparent look in the eyes would have been enough for both parties."

With the dedicated support of Sherwin-Williams, Llorc witnessed extraordinary growth in his company during 35 years of service. In 1974, his first year with the team, Sherwin-Williams Central America sold 488,000 gallons. This past year, sales climbed to 5 million gallons. According to Llorc, if you are hardworking and value integrity, "Sherwin-Williams is the company to make your dreams come true."



## Stores Group Named Vendor of the Year by CertaPro Painters

CertaPro Painters, held its annual meeting in early January to celebrate successes of 2008, to discuss the mounting challenges of 2009 and to share best practices.

At that meeting, our Paint Stores Group received CertaPro Painters Platinum Vendor of the Year award for 2008. In addition to this prestigious honor we were awarded best trade show booth over competitors ICI, PPG and Benjamin Moore.

CertaPro is a franchise painting organization with a corporate staff and 300 individual painting businesses. As a result, it is a significant national account for us. Our successful relationship is made possible by the outstanding efforts of our 250 store/ reps teams working with CertaPro franchises every day.

Well done!

"I see SW as such a trusted partner that there really isn't a close second in the paint industry."

— Mark Riggle, CertaPro Franchisee

## "If I'd known, I would have switched to Sherwin-Williams sooner."

Pete Petursson, owner of Absolute Collision, a North Carolina-based auto collision and repair shop, has one great business regret: that he didn't work with Sherwin-Williams sooner. "Going with Sherwin-Williams is easily one of the top five business decisions I have made in the last 20 years."

Though Petursson had heard of Sherwin-Williams at his previous auto collision company, he was so comfortable with the current vendors that trying someone new never crossed his mind. But that changed in 2008, when Petursson started up Absolute Collision and solicited proposals from all U.S. paint companies, including Sherwin-Williams.

From the beginning, Sherwin-Williams stood apart from the crowd. Their sales representatives spent more time understanding his company than any

of the other prospective paint vendors. As a result, when the Sherwin-Williams written proposal came in, it was the first to arrive, and the one most closely aligned with Absolute Collision's vision of using more environmentally friendly paint systems. Not long after, Petursson committed to Sherwin-Williams, and soon became one of their most enthusiastic new customers.

What's behind his enthusiasm? That Sherwin-Williams will do whatever it takes to help him succeed, even without direct monetary gain.

When Petursson began renovating his new building, Sherwin-Williams Automotive sales representatives reached out and offered their assistance. They helped Petursson locate the best equipment and vendors, and purchase finishes and coatings from other Sherwin-Williams divisions for the shop interior. When it came time to get Petursson's shop ready to open for business, they rolled up

their sleeves to provide pure man hours in assembly, installation and arrangement of products. These sales representatives didn't make a dime off Absolute Collision from their efforts; they just wanted the shop to operate at the highest level of professionalism.

"That this multimillion-dollar Fortune 500 company will empower employees to do what it takes to have us succeed motivates me to be that much more successful," says Petursson.

