

Providence Lacquer & Supply Centre

NEWS

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About Providence Lacquer & Supply Centre, Inc.

Providence Lacquer is one of the most progressive and respected PBE Jobbers in New England. It is a family business that was started in 1948 by Fredrick (Red) and Silvia Kafriksen. The Kafriksen's owned the company until 1980 when they sold it to Benny DiCaprio, one of the companies long time employees. In 1985, Benny went into semi-retirement and transferred the control of the corporation to Brian Keough and Peter Kilkenny.

Providence Lacquer is unlike any other Jobber. We have a Management team that combines PBE expertise with backgrounds in business disciplines including marketing, advertising, finance and more. We focus on bringing the best new products and programs to our customers.

We continue to upgrade every process so we can add even more value for our customers. We are committed to our business and to yours, and we recognize that our growth will only come from helping your business grow.

Providence Lacquer Is Your #1 Choice For All Your PBE Needs!

- * Over 3,500 Items In Stock
- * Over 75 Manufacturer Lines
- * Full Line of HMG Marine
- * Full Line of DuPont and Standox
- * Full Line of Norton Abrasives
- * Competitive Prices!
- * Free e-mail newsletter and specials
- * Free Delivery
- * 2 locations
- * Easy access from the highway
- * Informative Website
- * Access Major Manufacturer Websites
- * Dedicated Customer Service

“If you are not already doing business with US, we want YOU as a customer!”

Marketing Ideas

“Whatever you do...don't do nothing” – Sean Carey

When you do any marketing here are the 5 most important things:

1. Know your target market
2. Know what you are going to tell them.
3. Decide your methods of communication
4. Follow through & be persistent
5. Measure effectiveness

Here are 15 Marketing Ideas:

1. Develop a brochure of services
2. Create a poster or calendar to give away to customers
3. Develop a site on the World Wide Web.
4. Determine a percentage of income to spend on marketing.
5. Create a suggestion box for employees
6. Send Season Greetings cards to customers
7. Send Thank You cards to customers
8. Host a Holiday Party
9. Advertise during peak seasons
10. Distribute advertising specialty products such as pens, stress balls, key chains, etc.
11. Consider a vanity plate for your vehicle
12. Consider a window decal for your vehicle with your company name or website address
13. Consider placing ads in your local newspaper
14. Code your ads and keep records of results
15. Create a new & improved company logo or “recolor” the traditional logo.



Advantages of HMG Marine

Acrythane looks beautiful with outstanding gloss & gloss retention, but is tough and resilient even in the most aggressive environments.

Acrythane goes on beautifully. HMG's "second flow"™ technology means that orange peel and spray line are consigned to memory.

Acrythane covers beautifully. HMG does not let their accounts department mess with success; the pigments are used at full strength to give great coverage, reducing the number of coats required and saving you, the customer, time and money.

Acrythane behaves beautifully. In the real world of the marine industry and the untamed world of the ocean, even the best of us can occasionally need to touch-in or repair an area. Acrythane is designed to be fully reparable from a small scratch to a large gouge.

How would you like to use a paint that buffs like butter and has a deep wet mirror like finish? If you are sitting there shaking your head yes, then the answer is **Acrythane XSC**.

3 Ways to Save Time & Money with HMG Marine Coatings:

1. If you prime a boat at 3:30 with the competition's Epoxy Primer you have to wait the entire next day for it to dry. At 50F Epoxy Primer stops curing. If you prime a boat at 3:30 with HMG's Polykote Primer, you can come in the next morning at 8:30 sand it and paint it. With HMG you will save a day's time of labor. HMG's Polykote Primer will continue to cure down to 42F.
2. When you use the competition's Epoxy Primer you have to wait 45 minutes between coats. With HMG's Polykote Primer you only have to wait 15 minutes between coats. If you are doing three coats, that is a time & labor savings of an hour and a half.
3. With Acrythane XSC you can use a wet-on-wet (WOW) process. First, you sand the boat with 120G. Then you degrease the boat. Spray one to two coats of HMG's AMC Polykote Primer. Let it flash for thirty minutes. Then paint the boat with Acrythane XSC. By using the WOW process you are getting a chemical bond. Imagine being able to do a complete paint job, from start to finish, in one day!



Project - Brewer Greenwich Bay Marina

Below are pictures of Brewer Greenwich Bay's Work skiff before and after some repairs and a paint job. The work skiff was painted using the complete HMG Coatings System by Brewer Yacht Yard at Cowesett. First, they used HMG's Polykote MPS 4 + 1 Primer Filler.

Then they painted the interior of the boat with Acrythane XSC Whipser Gray and the exterior of the boat with Acrythane XSC Cloud White.

For more pictures of the work skiff go to community.webshots.com/user/ProvLaq1155

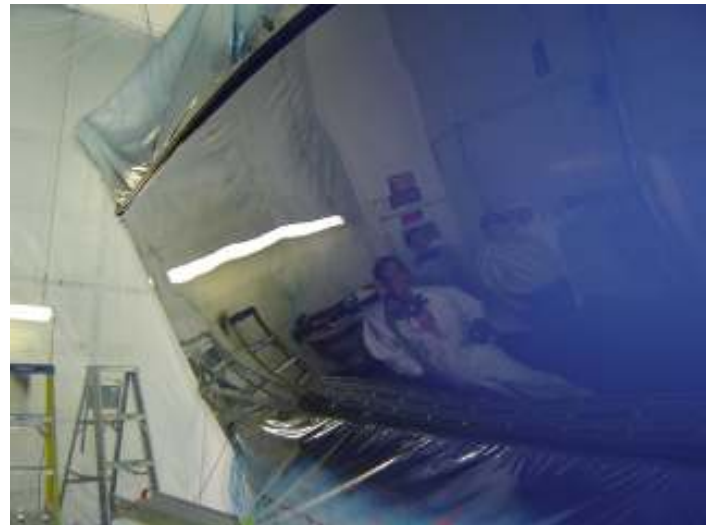


Project - Brewer Wickford Cove

Below are pictures of a sailboat painted in HMG Acrythane XSC at BrewerWickford Cove. This 24' sailboat was completed in less than a day. They started sanding the boat with 220G at 2:30 p.m. After the boat was sanded and prepped they shot

two coats of Acrythane XSC High-Opacity Flag Blue. Full coverage was achieved after one coat! Clear was mixed in with the last coat.

For more pictures go to:
community.webshots.com/user/ProvLaq1155





At Providence Lacquer we are committed to your business. We are here to help your business grow. If there are any products that you are interested in please let us know and we will do everything that we can to get it for you.

Also at Providence Lacquer we take education in our industry very serious. Let us know if there are any classes that you would be interested in attending. We can also come right to your shop and certify your employees in HMG Marine, Norton Abrasives, SEM, DeVilbiss, Presta, etc.

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Coming in the Next Issue:

- CT30 – Desiccant Dryer
- Restoring Vinyl, Leather & Plastic
- Blue Sheeting
- Scuff Pads
- Karajen Corp.