

# What Can RPC Do for You? – RPC’s Sales Force

RPC now employs or utilizes the services of seven (7) men dedicated to representing our company and products. These men are focusing on serving existing customers, attempting to generate sales to HOA’s and Condominiums in South Florida, and exploring sales in market segments previously unknown to RPC.

This group represents many decades of experience in the paint business in diverse roles including: paint manufacturers, manufacturers’ representatives, paint store owners, paint store managers, painting contractors, painting foremen, an international paint application instructor and painters; with manufacturers such as: **Benjamin Moore, Sherwin Williams, MAB, Color World, Pratt & Lambert, and Frazee Paint.**

With such a diverse and talented sales team, paint application problems and coatings questions receive expert attention. These RPC Associates are able to take technology typically used in one area and find application in others. For example, the moisture-cure urethanes used on South Florida Water Management submerged lock gates were recognized as being the ideal product to use to solve the corrosion problem on the metal railings at a beach club in Palm Beach. The **Science of Coatings** is also an **Art** that is only acquired and developed through years of hands-on experience.

These men are valued members of the RPC Team and are available to all of our customers to help solve your most difficult coatings problems. That is just one of the things that **RPC Can Do for You!**

THE REGAL

# REPORT



**Inside This Issue:**

Looking Forward..... Pg. 1      Regal’s Sales Force ..... Pg. 4

What Can RPC Do For You?..... Pg. 2      Specials Of The Month ..... Insert

Eight Convenient Locations in Palm Beach and Martin Counties Since 1973

## Looking Forward

Regal Paint Centers (RPC) is working hard to become South Florida’s ultimate destination for paint and supplies. Our focus is three-fold: First, to improve our service so that it is second to none; Second, to develop an ever-expanding portfolio of products that meet all the needs of our customer base; and Third, to expand into new markets not previously serviced by RPC.

In order to realize these lofty objectives, RPC has expanded our sales team to include seven (7) outside sales representatives. Their goal is to spend more time with our existing customers and to expand our sales efforts with new customers, particularly in the commercial and governmental segments of the market. We have already introduced new, competitively-priced products that meet or exceed the pricing and quality of our competition. This is largely possible through the Benjamin Moore/Coronado Brand but we may also include other national brands in the future. Visit our website at: [www.regalpaint.com](http://www.regalpaint.com) to stay informed of the latest.

We believe that we must continue to earn your business by providing you with a value proposition that makes RPC your first choice as a paint supplier. That value proposition should include: best in class products, aggressive pricing, unparalleled customer service, job leads, referrals to potential customers in your market segments and confidence that RPC is a fiscally responsible, locally owned and operated business that always invests back into the local community. Allow us to demonstrate just what **RPC can do for you** and we will be grateful for the opportunity.

**Call us for your next project, especially the one that in the past you might have thought we would be too high-priced to win. We promise that we will be competitive with any supplier and will provide you with added-value that is unsurpassed by anyone here in South Florida.**

Steve Rasmussen, President  
Regal Decorating & Paint Center, Inc.



## The REFURBISHED Royal Poinciana Plaza

The Royal Poinciana Plaza, one of the Palm Beaches most visible historic landmarks, was just recently refurbished with paint — a color-change-makeover. **The site includes the Poinciana Playhouse, the Slat House, and the Gucci and Hibel Buildings.** It is the single largest commercial complex in the Town of Palm Beach. The owners, with the permission of the Town, are considering demolishing part of the site and adding residential condominium units and a new performing arts center.



The site is controlled and operated by Sterling Palm Beach LLC and they selected **Benjamin Moore’s Aura Exterior Acrylic** as the paint for the exterior. **Aura** features “color-lock” technology, a high-solids patented resin system, outstanding hide and coverage, excellent permeability, and unmatched touch-up qualities. Sterling was looking for a product that would not necessarily be the cheapest per gallon, but would provide the most cost efficient coating over a ten-year cycle. The entire project is covered by a ten-year non-prorated warranty, certified by **Benjamin Moore.**

continued on page 2 >>>

Look Inside For Fantastic Special Offers!



Hobe Sound PH: (772) 546-1700	Tequesta PH: (561) 746-6569	Jupiter PH: (561) 745-1115	Chasewood Shopping Center PH: (561) 439-0261
Juno Beach PH: (561) 627-7600	Lake Worth PH: (561) 588-5600	West Palm Beach PH: (561) 659-5599	Boca Raton PH: (561) 347-0009







The painting contractor who did the painting was Fine Line Painting Contractors, Inc. of Pompano Beach. **Garret Stiegman** of Fine Line was very impressed with the great coverage and workability of **Aura**. Garret commented after the job was completed, “Regal Paint Centers provided outstanding service and their sales team was very professional in their job-site inspections. This was my first time using **Aura**, so I was a little apprehensive with such a high-profile job, but **Aura** turned out to be a great product to work with and the owners are extremely satisfied.”

**Steve Rasmussen**, RPC President, is reminded that even in these tough economic times there are many value conscious consumers who are still interested in premium products that can provide excellent long-term benefits and cost savings over the long-haul. “I encourage all RPC customers to consider differentiating yourself from the competition by providing your clientele with the premium **Benjamin Moore** brand option and the benefits associated with that name.”



## What Can RPC Do For You?

### CASE STUDY: A PALM BEACH - BEACH CLUB

RPC had the opportunity to work with an exclusive beach club in a 2009 mega-renovation. **Hedrick Brothers Construction Co., Inc.** was awarded the contract for this project, the second phase of several. Three painting contractors were involved as subcontractors: **Jerome Russo’s Quality Painting and Decorating, Inc.** was awarded the specialty coatings contract for the pecky cypress woodwork; **Panther Painting, Inc.** was awarded the contract for the locker rooms and common areas, and **Advanced Painting Contractors, Inc.** was awarded the cabana remodel contract. The entire project had a deadline for completion of 120 days.

In addition to the three painting contractors, the beach club had as many as 10 employees doing their own diverse and substantial maintenance painting work. Their work included fully repainting nearly all the metal canvas awning frames that were heavily corroded; stripping and coating 240 existing wooden tables in the interior and exterior dining areas; restoring and coating thoroughly rusted early 1900’s wrought iron chandeliers; making new fixtures look old and many other typical and atypical painting applications.

### REGAL PAINT SOLUTIONS

**David Stone**, Technical Director, **RPC**, collaborated with **Jerome Russo’s Quality Painting and Decorating, Inc.** to provide Polyvine Ultra Clear Dead Flat Acrylic Varnish to protect a lime-wash finish. This waterborne varnish provides excellent durability with unprecedented



clarity for unseen-protection from water and sunlight. Thousands of linear board feet of pecky cyprus were completed on schedule for a magnificent look in the dining rooms.

The architects, **Oliver-Glidden Partners Architects, Inc.** specified a Zero VOC water-based eggshell for the interior wall surfaces. **Benjamin Moore EcoSpec** Latex Eggshell provided premium performance at competitive contractor prices. **EcoSpec** tints with the patented **Gennex Zero VOC** tints that add no volatile organic compounds to the paint unlike all other manufacturers’ tints. Panther Painting owner **Mike Alonso** said that he was hesitant to try a new product under such strict time constraints but he was very impressed with the **EcoSpec** products. “They covered great, were easy to work with, dried to an extremely tough finish, and provided a competitive coating system.”

“Regal Paints’ technical support and diverse product lines allowed our subcontractors to do the job right and get it done on time.” — Dale Hedrick

The metal awning frames had been coated with several different manufacturers’ products through the years with disappointing results. **RPC** created a specification in which corrosion was ground down to a clean surface and then two coats of **Wasser** Moisture-Cure Miozinc Coating were applied. The thickness of the dried film was tested by **RPC’s** Technical Department and found to average 6 mils. Two coats of **Benjamin Moore’s** High Solid Aliphatic Urethane were then applied at about 3 mils dry film per coat. All of these products (which are typically spray applied) were applied by brush in 90 to 95 degree weather, often in direct



sunlight. A slow urethane reducer was added to give adequate flow and leveling with outstanding results. This system should provide years of corrosion and UV protection.

The beach club’s maintenance team worked feverishly to strip multiple coats of varnish from 240 wooden tables. The **challenge** for the **RPC** technical team was to create a high performance system that would allow quick turn around due to limited space and airless application that would produce a factory-type finish. **Dave Stone** put together a **ChemCraft** system that started with **ChemCraft** Wiping Stain in a white pickle color that could be top-coated in 30 minutes. He selected **ChemCraft** VariCure PreCatalyzed Lacquer which is a self sealing product and virtually crystal clear. Two quick coats with a light sanding in between and the tables could be completed in a few short hours with spectacular results and durability. **Jim Peck**, the beach club’s maintenance director said, “The systems Regal Paints supplied and trained our people to apply saved us so much time that we were able to take on several other projects we never thought we could get to this summer.”



**Benjamin Moore’s** **Coronado** Paint brand makes a fantastic workhorse product called **RUST SCAT** Acrylic Semi-Gloss. This product is a highly specified product by the Broward County School Board for high-traffic walls and trim. The beach club used it for exterior masonry, various doors and trim, metal posts and frames, and even on the cabana floors. Great flow and leveling and a very fast cure allows the painter to paint a door and close it within two hours and still get an oil-based look and performance. “This is a very versatile high-performance product at an extremely competitive price” says **Kevin Kauffman** the painting supervisor at the beach club.

### RESULTS

**Dale Hedrick** comments, “Regal Paints’ technical support and diverse product lines allowed our subcontractors to do the job right and get it done on time, exceeding the owners expectations with beauty and protection.”

