

# STAINMASTER<sup>®</sup> BRAND

STAINMASTER - PRELIMINARY CONCEPTS

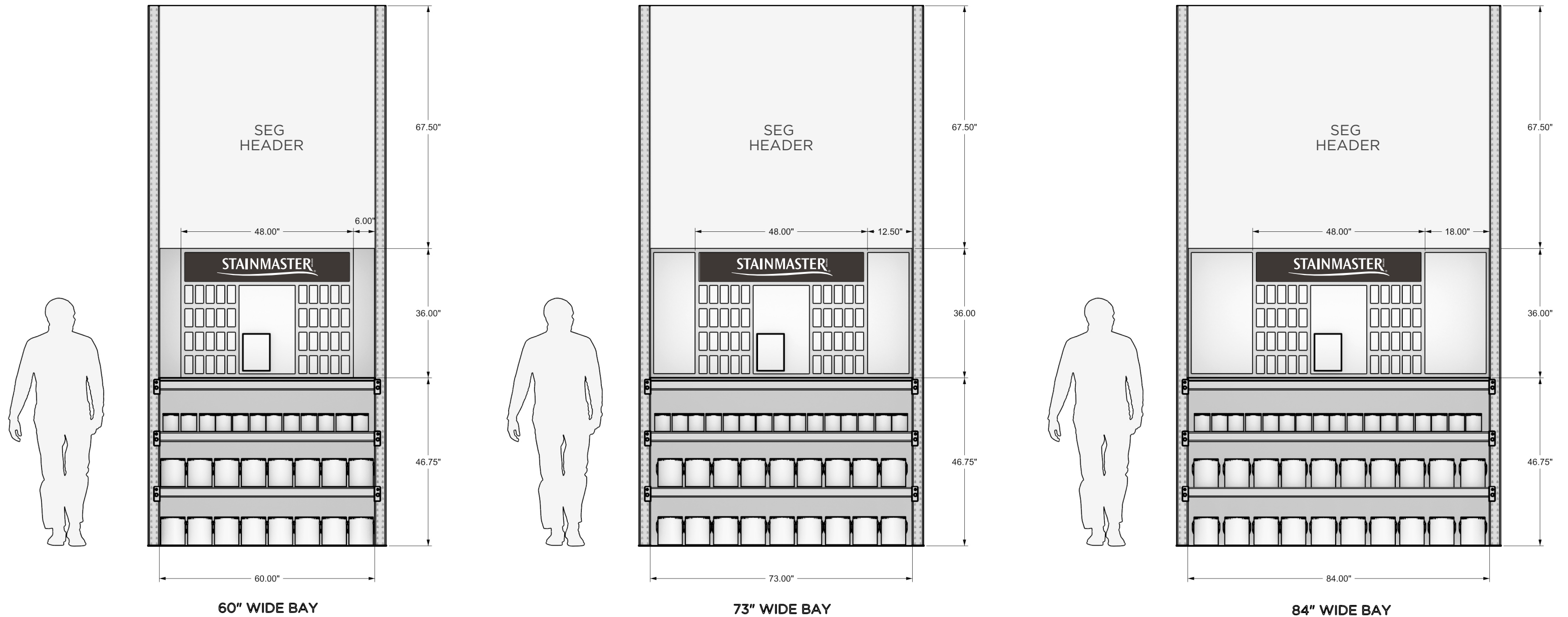
APRIL 25, 2022



# STAINMASTER - PRELIMINARY CONCEPTS

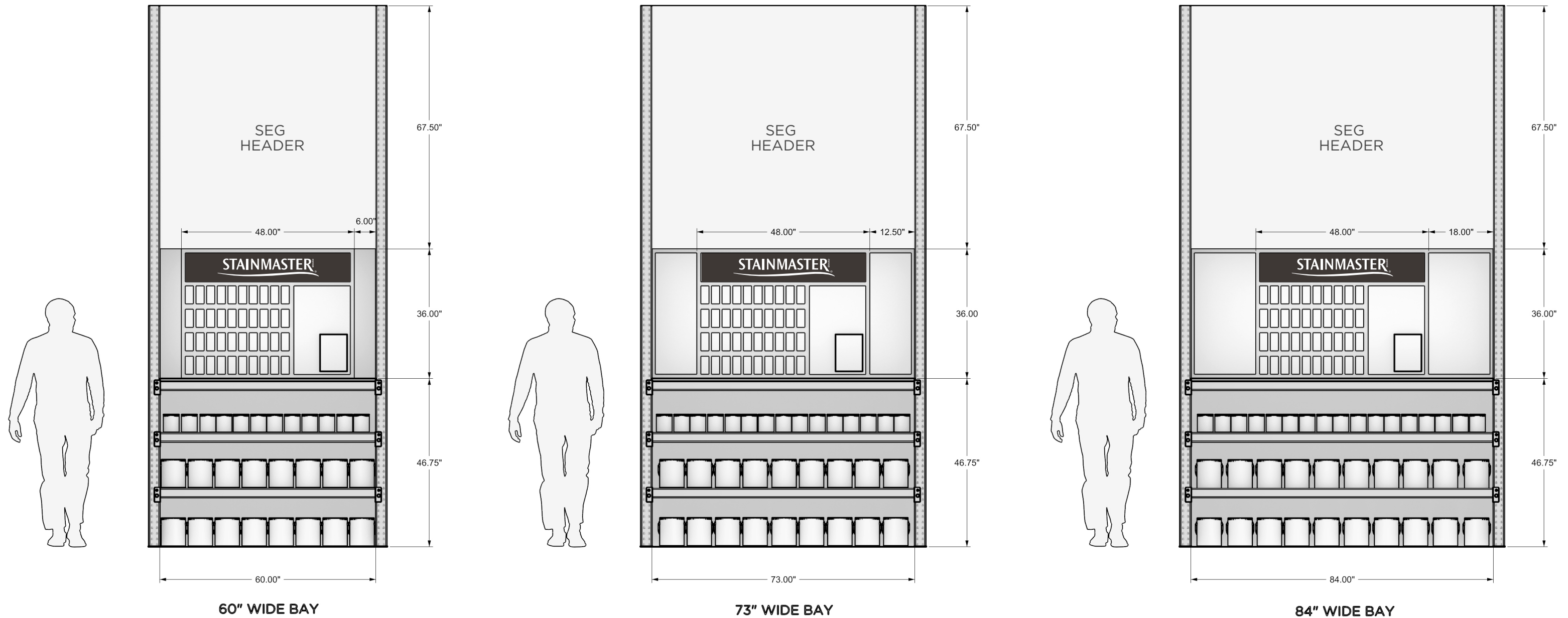
## The preliminary concepts for Stainmaster Paint at Lowe's all boast these design specifications:

- The merchandising solution is an endcap-based “cabinet-type” display presentation. As a “cabinet-style” unit, this display can be moved from an endcap to an in-line presentation if needed.
- The display features a “core construction” with width of 48”. This unit will have expandable “wings” that equally fill the space to the left and right of the core unit, which will fill up the bay widths of 60”, 73” and 84”. The depth of the core display will be consistent, but the bay depths will vary from 12” to as deep as 48”.
- The display has clear, bold, stand-alone Stainmaster branding and will not be viewed as part of the Valspar experience in-store.
- This display holds (40) 2.25” x 5.00” chips in a pectral array printed on either paper or as “peel & stick” chips.
- The solution features “diffused” lighting in the design so that this “color center” will also be illuminated and fit in with the Color Wall.
- There is one brochure (7.50” x 10.25”) in a brochure pocket.



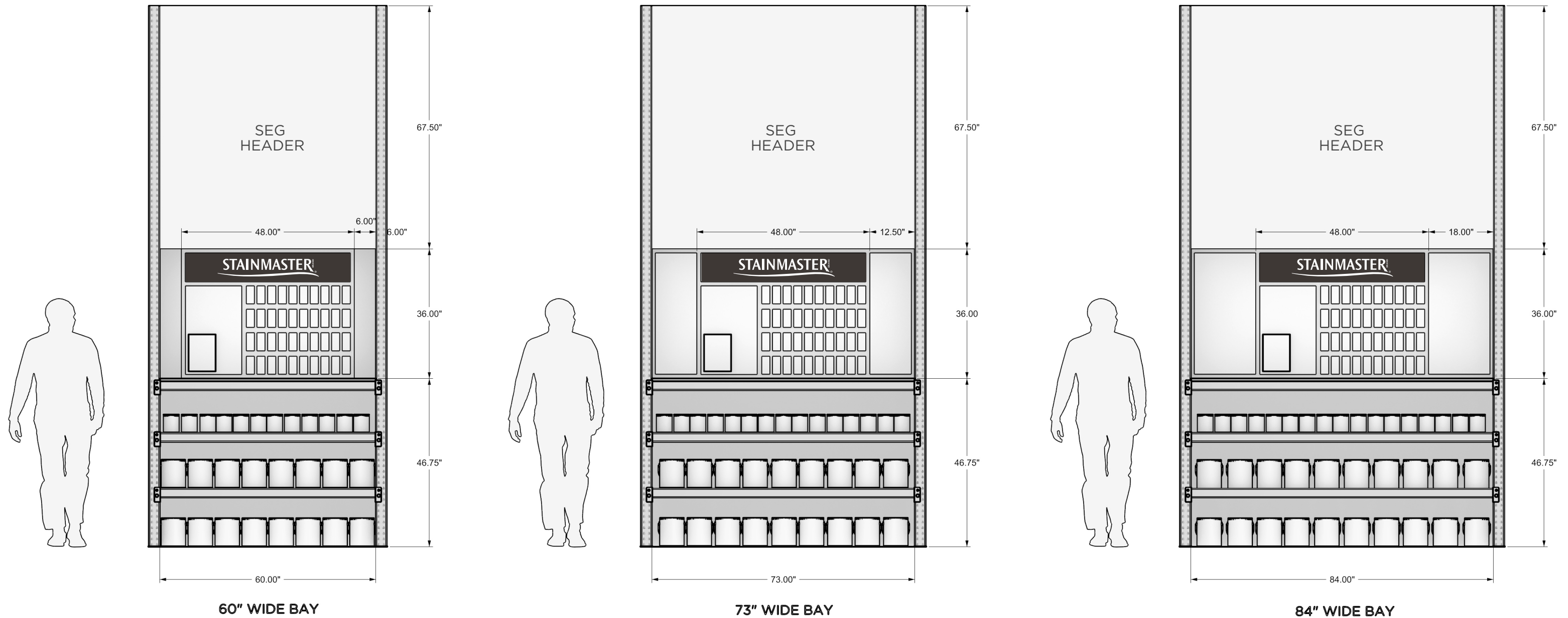
CHIP SIZE - 2.25"W x 5.00"H • BROCHURE SIZE - 7.50" W x 10.25"H





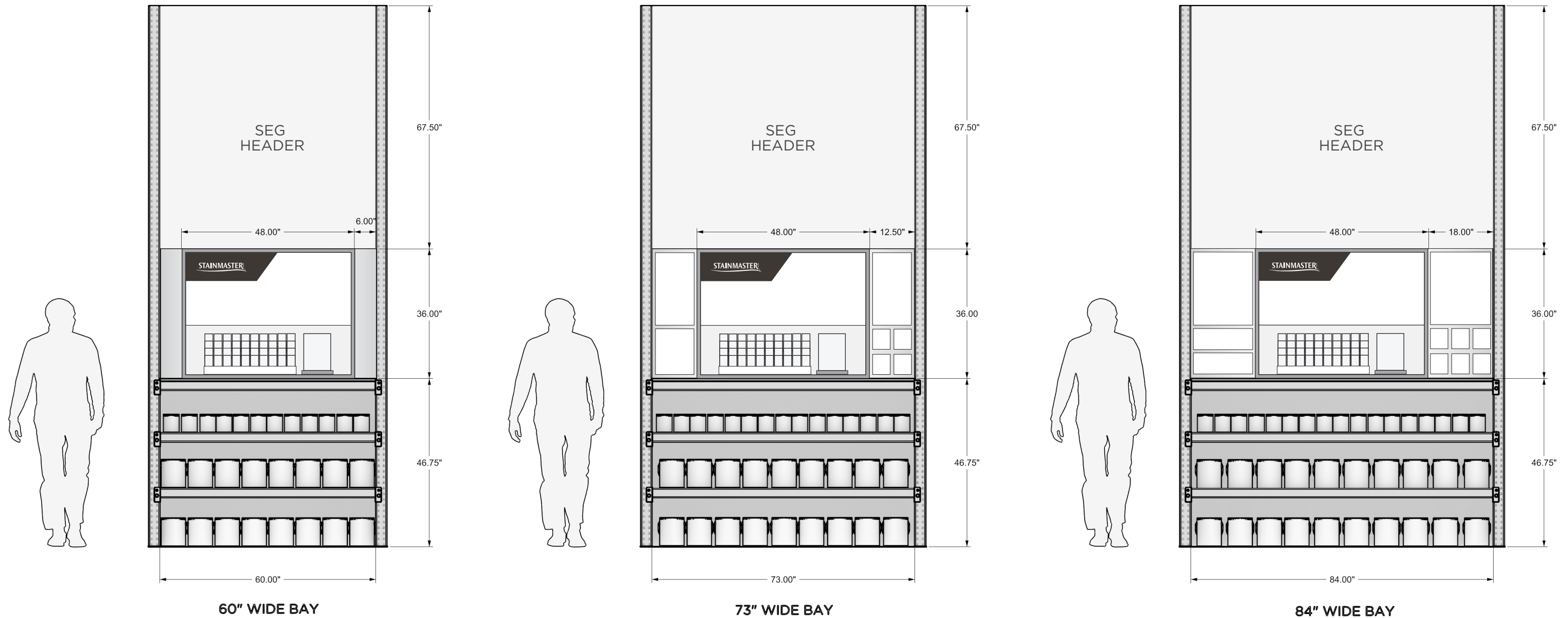
**CHIP SIZE - 2.25"W x 5.00"H • BROCHURE SIZE - 7.50" W x 10.25"H**





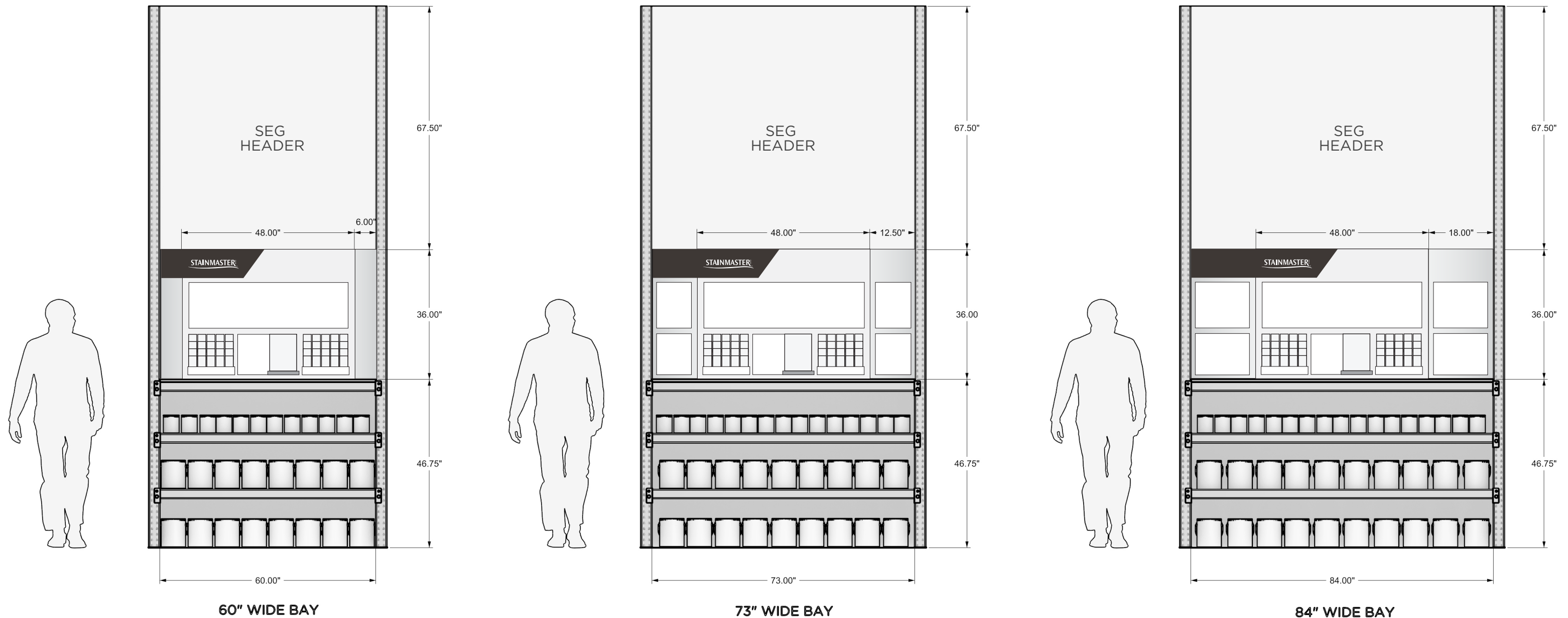
CHIP SIZE - 2.25"W x 5.00"H • BROCHURE SIZE - 7.50" W x 10.25"H





CHIP SIZE - 2.25"W x 5.00"H • BROCHURE SIZE - 7.50" W x 10.25"H





CHIP SIZE - 2.25"W x 5.00"H • BROCHURE SIZE - 7.50" W x 10.25"H



# THANK YOU!

Let's create a better shopping experience together.



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