



PAINT
trend 'n trade

PROSPECTUS 2017



ABOUT US

Paint Trend 'n Trade is a specialised division of the award winning Essential Group, an established South African brand. Paint Trend 'n Trade offer products and solutions encompassing paint, specialised coating requirements, and new décor trends for floors, walls and ceilings.

Our business model caters for DIY enthusiasts, contractors, renovators, decorators, professional tradesmen and more. We offer a focused approach to paint trends for consumers most prized asset – their home and relevant ranges to the trade sector . Our value proposition is based on our ability to guarantee Member growth in the first year of Membership. (See Growth guarantee)

Consumers will identify the group's branded stores with the dynamic branding options available in the CI manual. The Paint Trend 'n Trade solution serves communities with a competitive range of quality products and services.

Our mandate is to establish and position your business as a leading community based solutions provider, offering you the tools to compete on a favourable footing with the large corporate stores.

Being a Member of Paint Trend 'n Trade offers several advantages including; enhanced service levels with competitively priced and promoted products, solutions, access to information, systems and group deals.

We aim to add value to your business. Our professional Team of retail consultants, supported by our established platforms, have contributed to the success of many Retail outlets in South and Southern Africa. We intend to do the same for you.

In association with the Essential Group, we have established (tried and tested) retail principles for our members, as well as consolidated national branding and increased profitability, whilst creating favourable consumer shopping experiences.



4 GUARANTEE
YOU

Growth
power up your business

8 YEAR+
LIFE EXPECTANCY

Color
switched on Coatings!

GROWTH GUARANTEE

Paint Trend 'n Trade have the infrastructure and retail knowledge which places us in a unique position to Guarantee your business' topline growth by 10% above CPI. All that is needed is to follow recommendations made by our professional Team of Business consultants. Should we not achieve the projected growth we will refund your first year's membership & joining fee. *Terms and conditions apply.

PRIVATE LABEL

The Paint Trend 'n Trade private label range is a strategic alliance with Excelsior Paints, a well established and respected paint manufacturer. The range will include well positioned quality products with extended guarantees to offer Members an opportunity to make healthy margins. This allows members to offer their customers great value for money. A range of equipment and point of sale will be made available.



EQUIPMENT

Depending on your stock range carry, the following equipment would be made available:
Tinting Machine, Shaker, Software, Chip Stand, Colour Chips and Fandecks on a store by store basis.

VISION

To create an effective business solution for independent Retailers under the banner of a “Voluntary Trading Group”. To enable Members to trade competitively in decorative, industrial, automotive and wood finish sectors, including design and décor categories of the market whilst maintaining their independence.

STRATEGIC INTENT

To create a profitable, powerful network of over 100 member stores in the coatings and décor sectors in South and Southern Africa within 3 years.

The logo for PAINT trend in trade is located in the bottom right corner. It features the word "PAINT" in a large, white, sans-serif font. Below it, the phrase "trend in trade" is written in a smaller, yellow, sans-serif font. The entire logo is set against a blue rectangular background that has a white diagonal line running from the top right to the bottom left.

PAINT
trend in trade

MANAGEMENT

Organisation & Management:

The organisation is managed centrally via head office, based in Johannesburg. The regions are supported by teams of expert Business Consultants. Our Team is a group of retail specialists who will assist in retail related functions and continually learn from the diversity, as well as many unique challenges our Members face.

Together, Members and our Team of Business Consultants create custom solutions to solve challenges. In support of this we have an internal trading department and effective marketing solutions.

Additional information about the Essential Hardware Group:

The Essential Hardware Group, comprised of 280+ stores, is a dynamic, progressive organisation developed on voluntary trading principles.

All Paint Trend 'n Trade trademarks are held by the Essential Group.

The Essential Group has a National Committee made up of Members, that provide the group with strategic feedback from a broad audience ensuring effective governance.

Essential is ideally positioned to partner with independent stores who want to retain control and individuality as entrepreneurs with the benefit of Group dynamics.



WHY?

Why join our group:

- Growth guarantee
- Competitive advantage
- Great Deals
- Over 200 listed suppliers
- Group Trading room
- Excellent rebate structure
- Retain settlement discounts
- Banking solutions
- Plus Ten Hardware Distribution
- Private Label Program
- Training
- Store layout and design
- Competitive fees
- Market days
- National Trade Day
- Community Day Program



SUPPORT

Support & value added services:

Operational support & value added services: from highly trained and supportive head office experts.

The Team commences by doing a complete analysis of your business including:

- Standards of excellence
- Shrinkage control
- Supplier audit
- Financial

The above is based on retail best practices and is treated as highly confidential between the Group's Management and individual Members.



MARKETING

Implementing global strategies
in local communities:

Marketing is key to Paint Trend 'n Trade, offering "Big Brand" benefits to independent Retailers including:

- Access to national, regional and local advertising initiatives – making sure you are visible
- Access to Corporate clothing & promotional items
- Savings due to consolidation of media and other costs
- 2 annual brand campaigns (part of membership fee)

SERVICES

We have a powerful integrated marketing solution to ensure maximum reach (The **“Do It For Me”** Program). Our Marketing Team contacts Members to determine promotional requirements. During this call we will establish which products you would like to promote for us to execute the artwork for you. We ensure it is suitable to all the platforms it will be promoted on.

The **“Do It For Me”** Program, integrates these STORE SPECIFIC elements.

- Email Campaigns
- Website (Paint Trend ‘n Trade Microsite)
- Leaflet
- Facebook
- SMS Campaigns

If you have your own customer database (confidentiality guaranteed), we can ADD it to our database.

- Free E-Mailers Compiled
- Free Leaflet Artwork
- SMS Promo’s
- Websites (PTnT Microsites)
- Facebook business page

Marketing costs:

All the above costs are included in Membership fee. Additional Marketing initiatives outside of the above are a direct cost to Members. A nominal portion from your membership fee supports two National brand building campaigns annually during peak trading periods.

EXTERIOR



INTERIOR



PAINT RANGE

Paint Trend 'n Trade Private Label



COMPANY VALUES

- Operate within strict legal and ethical guidelines.
- Offering unsurpassed service levels and support to our Member network.
- Always acting in the best interest of the organisation and Member.
- Instilling a culture of service and continuous learning.
- Using innovation and communication as a key driver.
- Ensuring the organisation always operates within the framework as dictated by the Country's legal and labour policies.





Division of the Essential Hardware Group

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