

SPECTRA PAINTS™

SPECTRA PAINTS™ IDEA CENTER

SpectraPaints Idea Center is a superb decorative paint destination center for home décor, special occasions, and seasonal projects. Stimulate higher purchase quantities and increase shopping baskets! SpectraPaints' eye-catching four foot modular fixture display with signage is pegboard and slatwall compatible. And for minimal paint stock requirements, you will see a higher return on inventory than most other paint programs. SpectraPaints Idea Center offers unique project ideas for all seasons, occasions and home décor projects. Install a SpectraPaints Idea Center today!



Our Idea Center includes SpectraPaints, SpectraProjects, SpectraFilms and accessories. SpectraPaints are truly unique and your customers will recognize this immediately. SpectraPaints hallmark is the deep, rich pigmentation of its 16 base colors. These 16 base colors can be used alone or mixed using the **CREATE-A-COLOR™** Blending Guide to create literally hundreds of colors and special effects. SpectraPaints can be thinned with water without losing pigmentation! SpectraPaints are thick enough to be used as a dimensional paint right out of the tube. Or use our exclusive paint thickener to increase the viscosity even more. And because SpectraPaints are concentrated, a little goes a long way! No other paint is as versatile as SpectraPaints. This paint can be used on a multitude of surfaces to create infinite projects. That is why we say *One amazing paint...endless possibilities!*

SPECTRA PAINTS™

Key features are **quality, value and versatility:**

- Ideal for painting on plastic, glass, fabric, paper, ceramic, foam, wood, metal, as well as rubber stamping, canvas, stencils and 3-D molds. No other paint can say that!
- 16 base concentrated colors, 4 effects and 3 outliners
- Concentrated, pigment rich, non-toxic and water based
- Exclusive **CREATE-A-COLOR™** system includes easy-to-follow mixing instructions to create hundreds of additional colors and effects including pearlized, iridescent, luminous, and clear. The lowest cost per color on the market today with the **CREATE-A-COLOR™** system.
- UV and fade resistant
- Can be applied by virtually any applicator thus a range of project options
- Easily thinned with water without losing pigmentation. Stretches the consumers dollar.
- Easily thickened with our exclusive thickener
- Can be layered as a dimensional paint without bleeding
- Dries completely within hours without heat sealing
- Hundreds of possible color and texture combinations



SPECTRA PROJECTS™

We offer a variety of booklets with project ideas for sale. The booklets include step-by-step instructions and photos of a wide variety of finished projects including gift ideas for any occasion, seasonal projects and home décor items. Booklets are inexpensive and are updated frequently. Projects cross-sell other Idea Center elements and other commonly sold craft items. Increase your customers' market basket and average tickets!



CREATE-A-COLOR™ BLENDING AND MIXING KIT

Introducing the CREATE-A-COLOR™ System

You are no longer limited to colors on the shelf. The SpectraPaints CREATE-A-COLOR™ BLENDING GUIDE offers a clear explanation of the easy CREATE-A-COLOR™ paint blending system, and includes color selection samples and formulas for more than 200 unique colors.

Our BLENDING GUIDE is inexpensive, easy-to-use and encourages customers to purchase the paints they need to create their chosen colors. This guide can be purchased, but also comes standard on all point-of-purchase displays as a laminated flip card for instant color selection.

Our MIXING KIT helps your customers create endless color possibilities by offering step-by-step instructions and measuring aids.



SPECTRA FILMS™

Exclusive SpectraFilms are available in Clear, Copy, Cling, Thick and Extra Thick to offer a wide range of uses. These types of films were previously unavailable in the consumer market and offer your customers a multitude of project possibilities including accessories, decals, embellishments, gifts, greeting cards and more.



Clear Film

Adhesive. Place your design under the film, outline it, paint it, cut it out then peel off the clear backing sheet and apply to your project. Endless uses including scrapbook embellishments, see-thru areas, frame embellishments, windows for dollhouses, glassware decor, and more.



Copy Film

Adhesive. Photocopy a favorite photograph, design or text onto this unique film. No need to outline. Works just like Spectra's Clear film. Peel off the backing sheet and apply to your project. Ideal for intricate projects and designs.



Cling Film

Peels on and off a non-porous surface like a window, mirror or metal refrigerator. Simply outline your design, paint and peel off the sturdy paper backing. Your painted creation sticks to picture frames, glasses, mirrors, car windows, and much more.



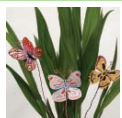
Thick Film

Non-adhesive. This film is strong and sturdy and meant to create 3-D projects, suncatchers, free standing crafts like candle covers, jewelry and more. Clear backing on both sides to prevent blemishes. Cuts easily with scissors or a craft knife.



Extra Thick Film

Non-adhesive. The ultimate in strong, sturdy material for faux glass. This plastic film is ideal for 3-D projects like butterflies and flowers, picture frames, boxes, coasters, sconces, ornaments, jewelry and more. Cut with a good pair of scissors, craft knife, or score and snap apart. Clear backing on both sides.



INTRODUCING SPECTRAPAINTS™ IDEA CENTER

30"

SPECTRAPAINTS™

Premium, concentrated, pigment rich paints in 50 mL, easy-to-squeeze tubes. Available in 16 base colors and four specialty effects. Three outliners and one thickener are available in 25 mL tubes.

CREATE-A-COLOR™

Easy-to-use flip cards explain how to create hundreds of colors and effects for all types of projects.

SPECTRAPROJECTS™

Easy-to-follow directions and patterns for numerous indoor and outdoor projects. Project booklets are updated seasonally.

SPECTRAFILMS™

Clearly marked packages with photos of project ideas to help customers easily identify how to use each film.

EXCLUSIVE MIXING KIT

Reusable plastic mixing tray has 9 wells that can be used to mix large and small amounts of paint. Kit includes a CREATE-A-COLOR™ Blending Guide and mixing spoon.

SPECTRAPAINTS™

SIGNAGE Eye-catching outside wings easily identify POP from aisle and clearly explain the program's key features and benefits. Header and inside wings are utilized to further emphasize Idea Center contents.



60"



SPECTRAPAINTS™