



**Press Release**  
**30<sup>th</sup> September 2009**

## **Glidden Trade Introduces New Point of Sale**

**A newly developed package is now available as part of Glidden Trade's 'More Than Magnolia' campaign.**

Glidden Trade, part of ICI Paints AkzoNobel, the world's leading decorative coatings company, has announced the launch of its new and improved 'More than Magnolia' point-of-sale (POS).

The new POS is available to merchants now through ICI Paints AkzoNobel and includes a full package of items such as shelf barkers and a counter top dispenser for the new Glidden Trade colour card and product guide, as well as a dispenser which has been specifically designed to attach to a shelf or poster frame.

This comprehensive new package is just one of many elements in the Glidden Trade 'More than Magnolia' campaign, which also consists of an extensive advertising campaign and an improved colour card, to further support merchants in the sale of the Glidden Trade products. Glidden Trade offers merchants the chance to stock a value for money, quality brand in a spectrum of colours which will be heavily promoted in the trade press during 2010, as well as unrivalled back-up and technical support, specification advice, and rapid problem resolution provided by ICI Paints AkzoNobel.

**More than magnolia**

**Available in over 2000 colours\***

Pick up a colour card today

Some of our most popular colours

Amber Sand™	Sandstone™	Redwood™	Emerald Blue™	Maroon™
Natural Honey™	Butternut™	Dutch Egg™	Regent™	Stone™
Hempstone™	Appleton™	Praline™	Praline™	Sandstone™
Almond White™	Gardenia™	Tuscany™	Merlot Bark™	Rose White™



As the process of choosing the right colour can be off-putting, Glidden Trade has made it even easier for merchants to advise customers on the best option, by selecting the top 20 most popular shades and illustrating them throughout the POS. Not only does this make the guide simple and easy to use, but it also helps merchants be more confident when suggesting the Glidden Trade colour range and ultimately, improve profit margins during this difficult economic period. Fan decks are also a powerful tool for in-store colour selection and available from Glidden Trade on request.

In addition to the most popular colours highlighted on the POS, Glidden Trade also offers an extensive range of more than 2000 shades including the Trade exclusives range, NCS editions 1 and 2, BS4800 and RAL colours.

The new POS package includes a number of additional support materials to merchants including fan decks, tailored external banners and pallet skirts, as well as pens and t-shirts. For further information on Glidden Trade please contact your ICI Paints AkzoNobel representative, visit [www.glidden.co.uk](http://www.glidden.co.uk) or call the technical advice centre on 0870 242 1100.

## **Ends**

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### **Notes to editors:**

ICI Paints AkzoNobel is the world's leading decorative coatings company and number one in the world for decorative paints and performance coatings. Its portfolio includes market-leading brands such as Cuprinol Trade, Dulux Trade, Glidden Trade, Hammerite, Polycell Trade, and Sikkens.

ICI Paints AkzoNobel is continuously working to develop new and differentiated products and services to meet customer needs, and is the leader in environmental sustainability. Experts in colour with an unrivalled colour range, the company ultimately offers specifiers, contractors and decorators the support they need to do a great job.

The company's leadership in formulation science, combined with its commitment to improve the environmental footprint of its products throughout their life cycles is the perfect combination for the journey 'Step Towards Greener'. Although decorative coatings contribute less than two per cent of the total amount of VOCs emitted in the UK, ICI Paints AkzoNobel is at the forefront of implementing the new regulations regarding VOCs which will come into force in 2010.