



THE SPEC SHEET

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Color Me Successful Putting the Psychology of Color to Work for Your Business

Color has the power to make us feel hungry, cool, warm, excited, joyful and sad. How people view color, while seemingly simple, is actually a complex science. Home Depot orange. Coca Cola red. UPS brown. Are these choices made randomly or is there a deeper meaning to the colors that make up each company's identifiable brand?

Angela Wright, a color psychologist at the European agency *Colour Affects*, states: "Color is noticed by the brain *before* shape or wording. Since such a high percentage of our response to color is unconscious, color sends a message to consumers whether they know it or not." Color is the first thing that catches our eye. Colors possess characteristics that cause people to unconsciously react. For example: it is recommended that one should never use blue on walls that revolve around food service, since there are few blue foods and drinks. Use red. Red promotes appetite.

It may not be surprising that color psychology has recently become a rapidly growing consulting business. Companies, such as the firm, *ColorCom*, and the NYC based company, *Integrated Color Solutions*, specialize in creating corporate color identity, displays and product color programs. Both companies claim that using the science of color, they can significantly reduce time to market, shorten critical supply chains, and increase the production of higher quality products. And increase sales. Major retailers, restaurants and manufacturers pay top dollar to be told what colors, where, will benefit their company.

So what does it all mean? Good news for any company trying to gain a psychological advantage over competition. By simply adding the right color to a fresh coat of paint, a business is likely to gain a

valuable marketing advantage, without spending significant budget dollar. Studies have shown that by adding a clean coat of paint to walls, it creates a more pleasing environment, encouraging customers to spend more time and thusly more money. **Painting is one of the most cost effective ways to effect production and sales positively.**

ISP currently works with one major retailer, who is already seeing as much as a 20% increase in sales, by simply re-vamping their retail store's image to include more color. Another major restaurant chain ISP is contracted to, has exceeded profit expectations within a few short months of painting and restoration work being complete. Both attribute their new found success to the image change.

So, how do we choose the "right" color when painting our walls? Here are a few tips to follow.

Retail Interiors

Color schemes for shop-fronts and interiors, need to work with corporate signage and point-of-sale material. Colors should encourage the best psychological response related to goods. Retail stores selling children's items, use bright primary or soothing pastels to attract their chief demographic. Retail attracting the fickle teen market, might use bolder colors and change color more often. Whereas, a retail environment selling bath products, may prefer the fresh, clean color combination of white & blue. Whatever the color choice is, paint becomes a quick, cost effective marketing change.

Commercial Interiors

Interior color can dramatically increase

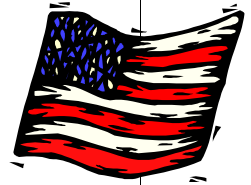
sales and productivity. A study performed by Cambridge University, evaluated commercial companies with monochromatic interiors, and compared them to ones that used a variety of bright, stimulating colors. The monochromatic surroundings, consistently produced inferior production numbers, more staff sick days and a higher turnover of employees. The loss of revenue experienced cost ten-fold the expense of revamping the interior with paint to add color to the walls.

Restaurants

Chain restaurants have recently been thrown into a hailstorm of competition. Each time we drive down the road, a new restaurant chain springs up. Often, people choose a restaurant by it's exterior. And usually, it is the one that catches our eye first. Experts say red is an engaging color, best for restaurants. It stimulates appetite and sense of smell, and is most likely to cause us to unconsciously choose to eat. Think Red Lobster, Chili's and Campbell's Soup.

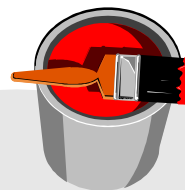
So when you plan to renovate, take a little time to surf the rainbow and take advantage of the effect color can have.

Orange is the best color for stimulating learning and cheerfulness. It projects low cost and affordability. *Think Home Depot.* **Blue** is the most tranquil color. Blue causes our brains to release neurotransmitters that relax us. This results in a reduction of temperature, perspiration, and appetite. Blue is a favorite color of drug & healthcare products. **Brown** promotes a sense of security & relaxation, reduces fatigue, stimulates confidence, and is reassuring. **Black** indicates elegance, sophistication, formality, strength & depression. **White** indicates cleanliness, purity, newness, peace, innocence & simplicity. **Dark Colors** lower stress and increase feelings of peacefulness. **Bright Colors** (red, orange, & yellow) spark energy & creativity.



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Paint & Product News

ProCoustic Acoustical Tile & Ceiling Coating by ProCoat, Inc.

Imagine needing to restore 60,000 square feet of ceiling in a busy casino. ISP was recently contracted to accomplish such a task. With little time and a stressed budget, ISP found a friend in a relatively new technique of ceiling restoration manufactured by a company called ProCoat.

This unique material makes it possible to restore ceilings in place, in fully occupied facilities, without interrupting normal business routine. For less than half the cost and one third of the time, it is possible to fully restore old ceilings. ProCoat is an alternative that does not damage the acoustics or leave the tiles stuck to a t-bar system.

ProCoat leaves a surface finish that actually improves the acoustical and fire-retardation characteristics of the ceiling material. It even holds its color longer than that of new tile. Even though the ceiling is typically sprayed with tiles in place, after the coating has dried, the tiles are not stuck to the supporting t-bars, as would be the case with conventional paint.

Ceiling Remodeling is typically completed between closing time and the morning arrival of personnel (as early as 6 am). When removing and replacing acoustical ceilings, that envelope of time is seldom adequate to do more than one section

per night, until the project is completed. In just 8 days, ISP restored and repaired the casino's entire ceiling to a brand new luster. The ceiling was so new looking, that the casino had to adjust the lighting to accommodate for the change.

Traditional painting, leave tiles stuck to the t-bar system, reduces the acoustical values dramatically, and depending on the product used, can make the ceiling more flammable.

Advantages Include:

Efficiency – It is common, in fully merchandised facilities, to restore 6 – 12,000 sq. ft of ceilings in 1 night.

Appearance – The application of an acoustical coating results in a like-new finish that improves light reflectance and presents the option of designer colors.

Economics – Even in the case of inexpensive 2'x4' fissure tiles, ceiling restoration typically runs less than one-half of the cost of tile replacement and offers the advantage of refinishing the t-bar system and air diffusers at the same time with no additional expense. It also has a greater life expectancy.

Environment – By re-cycling the old ceiling, solid waste disposal is avoided as well as its related cost.

Improved Acoustics

ISP is certified to use the ProCoat product line and has been applying their products for two years. ISP partners with ProCoat to serve clients such as Appleby's and Bath & Body Works.

Contractor Interview

**RANDY SEVCIK, PRESIDENT
MAINTENANCE SYSTEMS, INC.**

How did you get started ?

At 15, I began painting in my neighborhood. In college, I joined *College Craft* and managed a crew of 20. I sold *College Craft* services in the winter. After graduating college, I stayed with *College Craft* and opened offices for them throughout the U.S. Eventually, I opened MSI in 1995.

What is your business philosophy?

Our mission statement states our philosophy which is to be a strategic partner with our customers by meeting their specific painting needs and by exceeding expectations with value added personnel attention.

What gives your a competitive advantage?

MSI focuses on crew training; the process of how we manage our work and customer follow up.

Describe your fulfillment process?

Our crews are assigned territories and are dedicated to specific jobs and/or clients. They visit the office before they are deployed. Expectations are set and each crew is accountable for our standards. Crews are graded for each job. If their rating drops below a B, they are demoted

How do you track jobs?

We have "call in" reports. We have a series of questions that we ask. If items require resolution, we work to have that information to the client by morning.

How do you use technology?

Technology is used to track jobs, for record keeping & communication. In 30 seconds, I can pull up data on any job we have worked on and have key information at my finger tips.

What is your favorite food?

My toddler's baby vanilla cookies.

Randy Sevcik has been a Strategic Partner with ISP since 2002.

Experiencing a difficult challenge? Need advice? Have an opinion or question? Please let us know.

Send us an email: mdec@isppainting.com
Or FAX ISP at (847)202-8375

CUSTOMER NEWS-

We couldn't do it without you!

ISP bids a fond farewell to an incredible and very busy 2004. We could not have enjoyed such an outstanding year without our respected and diverse customer base, including; Ruggles Sign Company, Max & Erma's, Brinker International, Banfield The Pet Hospital, Applebee's, Sterling Jewelers, Quality Dining, Williams-Sonoma, and Midas International.

Some of ISP's successful larger 2004 projects & rollouts include; a 150 store re-imaging rollout with Heartland Food Corp called "Operation Curb Appeal", a 41 store ceiling repaint project with CompUSA and projects with J Crew.

ISP would like to extend a special Thanks

to Sherwin Williams and ProCoat, Inc. for their support and partnership.

So bring on 2005! ISP is already working hard on our January slate which includes: J Crew visual design project and full store repaints, Banfield The Pet Hospital, Pembroke Pines, and West Marine Tampa.

ISP looks forward to stepping up to the opportunities entrusted to us by great new clients this year. We welcome in 2005 with a bang.

Thanks for the new opportunities: Nike Retail, Picture People, REI, West Marine, After Hours Formalwear, The Body Shop, Gap, Circuit City, Ruth's Chris

Steakhouse and Hastings Entertainment.

ISP looks forward to making 2005 our best year in business yet. With the help of our inspirational and expanding customer family, we know it will be a reality. ▼