

THE SPEC SHEET

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Top 5 Reasons to Use ISP Painting, Inc.

1- National Resources

- ISP completes projects in all 50 states (including Hawaii & Alaska), Puerto Rico & Canada.
- ISP exclusively services the Commercial, Retail & Restaurant community, specializing in chain renovation rollouts. Our client focus allows us to concentrate on the issues that matter most to our clients.
- ISP has key national partnerships with leading product manufacturers. A partnership with the company that makes the products and a company who is able to expertly apply it is a powerful combination.

2- Integrated Online Project Management

ISP has our own in-house Technology staff. Our custom designed project management system runs on the web. It integrates schedules, critical documents, photos & contacts in a central location. The on line system allows client access to data & daily reports save time, money and company resources. It is user friendly and is able to generate reports.

3- Range of Services

ISP has the resource, professionalism and expertise a company needs to perform a full range of services including; High traffic repaints, Visual features, Maintenance repaints, full interior & exterior projects. ISP works with signage rollouts to patch & paint when reimagining. We also work with vinyl covering.

4- Quality Control Initiative

ISP uses strict protocols in each pre and post project analysis. Each clients' unique set of project variables are documented and supplied to a dedicated project manager. This process helps to ensure quality, set project expectations and promote uniformity. The *ISP QC initiative* is integrated in all phases of a project, from the site survey to client sign off. Th ISP company philosophy is to achieve integrity, trust, professionalism and quality to create a solid foundation in which we are able to offer high performance services.

5- Continuous Staff Training Program

The quality and commitment ISP Strategic Partners bring to every project is unrivaled in the industry. ISP is dedicated to our partners, providing education and support to their independent businesses. Our partners apply to become a approved contractor, after background, reference, insurance and license checks. ISP controls all product purchases, client contact and quality control leaving only the site management and craftsmanship to our crews. They are free to concentrate on what they do best. In addition, ISP is diligent in providing workshops, seminars and aligning ourselves with associations like PDCA, ICSC, AHLA, The Retail People, PRSM, RFMA and SPECS to keep us informed and ahead of our competitors.

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An Association Representing Retail Facilities Maintenance
Allied Member

WBE

WOMAN BUSINESS ENTERPRISE



Paint & Product News

BIG LOTS -Los Angeles

TSW2 Multi-Master™- Multi-Purpose Stain & Graffiti Remover

The city can be an environment tough on exterior retail. One problem city retailers face is graffiti. It is important to have the exterior look it's best, but with vandals the operation of frequently painting over graffiti can be time consuming and costly, not to mention the patch work look spot painting causes. In a recent project for Big Lots, a product called TSW2 Multi-Master provided the perfect solution.

EVENTS FOLLOW-UP

Retail Facility Summit

San Diego, CA- ISP attended RFS for a 2 day, face to face, vendor retailer solution conference and networking event. We would like to extend our appreciation to the retailers that took the time to talk with ISP.

PRSM San Francisco

The West Coast Professional Retail Store maintenance conference was held in San Francisco this month. ISP was in attendance as a vendor solution company as well as committee members.

Executive SPECS

Orlando, Florida was the host city for the fourth annual Executive SPECS conference run by Chain Store Age Magazine. The networking event brings together retailers and facility solution companies to evaluate branding strategies and exchange ideas. The keynote speaker was Rick Barrera, author of Over Promise Over Deliver.

TSW-2 Multi-Master™ is an aggressive, biodegradable blend perfect for everyday removal of stains and graffiti. TSW-2 Multi-Master™ will quickly remove spray paint, permanent marker, and other graffiti from a wide variety of surfaces. TSW2 Multi-Master is easy to use, Spray the effected area and wipe or scrub and rinse. From Paint: Spray and immediately soak up suspended dyes & pigments with clean rag before they stain surrounding area. Repeat until graffiti is gone then rinse with water. Light scrubbing may be necessary.

Brandon Finkenhoefer, our National Account Manager for Big Lots was on site in LA to test the effectiveness of the project. Like the product tag line reports - This stuff works!

PROJECT PROFILE-GAP

October 12th, 2006 - Michigan Avenue was packed with press and onlookers alike as Oprah Winfrey and rocker Bono, cruised the city's "Magnificent Mile". The two joined together to promote Product Red, a charitable project to raise awareness and money to fight AIDS in Africa. Gap unveiled its Red line, a 40-piece Product Red collection; along with several other retailers. Before the event, ISP Painting, Inc. Strategic Partner MSI, was putting the final touches on the 7 red window walls at the store; the same windows that would create a backdrop for celebrities, press and curious crowds. The walls, interior accents, columns and windows were painted with Million Dollar Red, a color offered through Benjamin Moore. GAP will donate half the profits of all the Red Project clothing sales to the Global Fund, an organization that fights AIDS, tuberculosis and malaria.

Brian Perla

Director of Strategic Partner Development



ISP welcomes Brian Perla to the ISP Project Management team. Strategic Partner Development includes management and development of the ISP partner network. The role integrates with the ISP Quality Control initiative to ensure client satisfaction. Perla will be responsible for overseeing crew performance evaluations, quality standards and partner prospects. Additionally, he will also be performing surprise spot inspections during scheduled projects. His goal is to understand what partners face in the field and be able to communicate issues effectively with ISP personnel and our clients. Additionally he will develop a reward system that recognizes partners that go above and beyond ISP expectations.

For the past 5 years, Perla has owned and operated Perla Finish, Inc. completing more than 400 ISP projects in 43 states. In 2005, Brian was instrumental in the early development and design in of the ISP custom Project Management online extranet.

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LOOK FOR ISP PAINTING ADVERTISEMENTS IN THE FOLLOWING TRADE PUBLICATIONS

- Chain Store Age
- Professional Retail Store Maintenance
- Retail Construction Magazine
- Hospitality Construction Magazine
- Restaurant Facility Magazine

