



CLIENT: SHERWIN-WILLIAMS / PROJECT: REJUVENATE™ LAUNCH MATERIALS

## INNOVATIVE LAUNCH SUPPORT FOR A REVOLUTIONARY PRODUCT.

PRINT EXECUTION

INTERNAL COMMUNICATIONS

MARKETING COMMUNICATIONS

### Our Challenge

Sherwin-Williams released a revolutionary new siding restoration coating with advanced technology that saves contractors time and money. But the lack of an official launch and the difficulty of conveying the product's most impressive feature — its ability to completely revitalize the texture of the painted surface — meant their sales strategy had hit a rough spot.

*Sherwin-Williams needed creative and effective sales materials for their frontline.*

### Our Solution

GO2 provided the field with a comprehensive kit that helped sell Rejuvenate by educating both sales representatives and contractors. The kit included a trifold pocket folder with product information, a best practices sheet that explained how to use the product when speaking with contractors, and one remarkable solution...

By far, the most impactful way to show off Rejuvenate's technology is with a realistic sample of the improvement in look and texture, so our biggest challenge was coming up with a way to emulate a treated wooden board with a printed solution. We decided to use a custom die with debossing techniques that could represent the ridges, grooves, grains and look of textured wood.

After experimenting with several iterations of the die to perfect the texture and coloring, GO2 was able to offer the Sherwin-Williams sales representatives and store employees a tool that could impactfully present the product — at half the price of real wood samples.

### Our Results

The first month after the kit launched, Sherwin-Williams enjoyed a YTD gallon growth of 74%. Our Sherwin-Williams contacts have also received a number of calls from the field and from division leadership praising this fantastic education tool and its ability to illustrate the innovation behind Rejuvenate.