



Press Release



PC PAINTER™

Paint your house with the click of a mouse!

AUSTRALIA'S OWN Haymes Paint is at the forefront of a remarkable international colour paint presentation which shows your customer exactly how their project will look - even before they start to redecorate.

Millions of dollars have been spent on in-store visualisers which have basically failed to show customers how their homes will look after a makeover.

The Haymes Paint revolutionary software package, PC Painter™ has solved the problem for retailers and home decorators alike.

It is the beginning of a paint retail revolution.

The CD, which costs only \$14.95 at Paint Specialists and comes with bonus \$15 worth of discount vouchers for Haymes Ultra Premium paint, can be used either in-store or at home on the family computer.

PC Painter™ allows homeowners to download their own image and use any mix of the 1,113 Haymes paint colours to visualise what the end project may look like.

"PC Painter is so simple to use and with thousands of colour schemes at your fingertips one of the major problems facing the paint industry has been solved", said Kim Belsar, Haymes Special Projects Manager.

"Paint retailers, interior decorators and painters all know how taxing it is to work customers through time consuming, confusing colour scheme decisions. Few people can visualise how a finished colour scheme will look on their completed project. "

"This has been a major stumbling block in the decorating sales process, " Kim said.

PC Painter™, a program developed by Autech Software of Tasmania, will enable customers to see the consequences of their colour choices at home on their own computer, at their paint specialist store or in consultation with their painter or interior decorator.

"The program can be used to create a real colour scheme that makes sense to the customer, because it is their own home or building. "



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"The picture on screen is high resolution, it's then captured on an accurate printout that includes the colour specification. The customer can take the print-out to their local Haymes Paint Specialist store to purchase the specified products. You can even export your finished image and email it to the store, ahead of time, " Kim said.

The PC Painter™ CD will be sold only at Paint Specialist Retailers.

"It's very easy to use, child's play, in fact. To get the images into the program, digital photos can be input immediately, regular photos can be scanned in or converted to digital format at a photo shop for under \$10, " Kim said.

The PC Painter™ CD is a point of difference to drive new consumers into stores and one of the biggest opportunities for paint specialists to set their business apart.

"All independent retailers say they are different: just good service is not necessarily being different. This tool gives a real point of difference. This is a way to be better than the sheds, " Kim said.

"For the first time in the world, paint sales will be made on the internet because for the first time true colour can be observed, the specification done and the transaction made. Those retailers, who jump on will embrace the cutting edge, " Kim said.

The PC Painter™ can be purchased for \$14.95 from your Haymes Paint Specialist or by calling Haymes at Freecall : 1800 033 431 or 03 5342 6200.