

# GILDERS®

## paste wax finishes



### NEW LOOK...

### SAME VERSATILITY...

We listened to your suggestions about our packaging and our website to better display and communicate our products' features, benefits, and applications.

We have worked very hard to integrate direct customer feedback into our new retail friendly packaging.

Please keep your comments and ideas coming...We would love to hear from you!

For those of you who have been with us for over 24 years, you know first hand our quality continues to bring the very best in our uniquely concentrated paste wax finishes.

For those of you just joining us, welcome! From the very beginning, customers have appreciated the versatility of GILDERS® paste wax finishes on different materials and surfaces and the ability to apply our unique pastes using various techniques. Dry brushing provides subtle hues with no drips, splatter, or runs while mixing a few drops of thinner into our concentrated formula softens and extends our pastes into a cream, paint, stain, or wash. This versatility to completely change the viscosity to fit your application also rejuvenate and reconstitute GILDERS® paste wax finishes for years of shelf life with no waste. The capability to clear coat and even clear powder coat over our paste wax is another benefit that makes GILDERS® paste wax finishes unlike any other wax product. Visit our website [www.GildersPaste.com](http://www.GildersPaste.com) or search on the web for more information.

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*"Lightweight, strong, sturdy case, versatile, works effectively...these waxes work well on all surfaces I have tried so far."* **Patty – Roselle, IL**

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As we learn from our research, IT, suppliers, retailers, and loyal customers, we try to incorporate these contributions into improving our product line and your overall experience. Here are our recent improvements and changes:

### 30ML PACKAGING UPGRADE...

- ✓ Clamshell packaging allowing each unit hung on existing Planogram
- ✓ Shrink banding each container for tamper proofing and better seal
- ✓ Transparent to show the label and color of each paste inside
- ✓ Three wooden palette paddles are included for mixing and blending
- ✓ Assembled on an insert card with large font for easy reading
- ✓ Product description and use in three languages (English, French, Spanish)



**Endless Possibilities**

**Contact Us**

Manufactured by:



ARTIST SUPPLIES & PRODUCTS



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**CUSTOMER CENTRIC WEBSITE... [www.GildersPaste.com](http://www.GildersPaste.com)**

We've incorporated many customers suggested changes to our website. Look for inspiration ideas for your next project, resources, testimonials, and FAQs. While there are plenty of "How To" videos on the web, we will be expanding the site to include our own YouTube how-to videos, as well as a download tool to ensure you have the most up to date pictures, literature, marketing collateral, etc.

**SOME THINGS NEVER CHANGE...**

Since 1998 our labels and containers may have changed, but our commitment to quality has not. Because you expect the best, we use only the very best unique wax blends and most vibrant artesian pigments. While using less expensive ingredients would be a natural progression in today's competitive marketplace, we stand by our philosophy of offering the best-concentrated paste wax medium on the market worthy of the name GILDERS® paste wax. We trust you will find the passion and investments we've made in our business, for you will continue to provide the very best you've come to expect.

Thanks for 24 great years and many more to come!

**David Wareham - Owner**

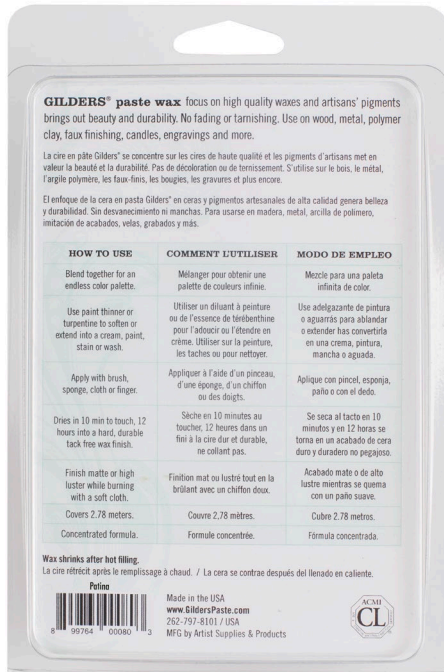
**ORDERING DETAILS...**

All colors are packaged into clamshell units, four units per inner box of the same color, and four inner boxes for a total of 16 units in one shipper. In addition, each 16 unit shipper is preprinted with easy to read the description of contents. We ship via UPS standard ground service within the

continental  
 USA.

**PACKAGING SPECIFICS:**

- ✓ Clam Shell packaging includes.
  - a. 1 tin of GILDERS® paste wax.
  - b. 3 Palette Paddles for mixing and blending.
  - c. Product introduction.
  - d. Basic "How to Use" instructions.
  - e. English, French, Spanish translations.
- ✓ 16 x 30ml size clamshell units per shipper box - minimum order.
- ✓ 25+ colors are available and mix into an endless color palette.



You can also partner with us and order quantities that fit your retail format for efficiency.