

## the GUARDSMAN® advantage

Guardsman offers a variety of programs and high quality products for the furniture retailer:

- **Successful line of furniture protection programs**
- **National brand furniture care products**
- **Professional repair products - Guardsman Pro Series®**
- **Field repair services - Guardsman Pro Services**
- **Furniture repair franchise - Guardsman FurniturePro®**
- **Guardsman training and technical training**

### Guardsman and Valspar

- Over 200 years of coatings success
- \$3.4 billion in sales
- Worlds #1 provider of furniture protection programs
- Financial strength and stability
- Accruals are identified in annual report
- Member in good standing - Better Business Bureau
- More than 9,500 employees



### Dealer Support

- Professional sales representatives
  - average 15 year tenure
- Retail Training tools:
  - Product knowledge
  - Overcome objections
  - Making the sale
- Internal account representative for each retailer
- Electronic purchase order format
- Active service requests and status check
- Post delivery transaction billing
- Point of sale electronic data exchange

### Service Support

- World class call center
- Multi-lingual staff
- Nationwide technician coverage
  - 3500 field technicians and Guardsman FurniturePros®
- Highest success rates in industry
- Success based technician hiring
- Web based process - work orders and reporting
- Online service request status
- Expert technical support
- On-site technical training

### Marketing Support

- National brand recognition
- Point-of-purchase material
  - brochures
  - tear sheets
  - hang tags
  - demonstration stands

