



THE FULL micro plush™ PRODUCT LINE RETURNS!

Wooster Micro Plush roller covers were designed for achieving great results on ultra-smooth surfaces such as cabinets or metal. Some time ago, we discontinued the longer pile heights (9/16" and 3/4"). As it turns out, many painters were using the longer nap heights to achieve great results on lightly- to mid-textured surfaces.

After they were discontinued, many retailers and painters asked for us to bring them back—and so we have! The table below shows the full line of Micro Plush items now available in our warehouses. Retailers should order now to get them back in stock! Painters should look for them at your favorite Wooster source again soon!



Cat No.	Description	UPC 0-71497-	Size	Qty
R235	Micro Plush 5/16"	16579-4	9"	12
		16799-6	14"	6
		17969-2	18"	6
RR956	Micro Plush 5/16" bulk	16579-4	9"	100
R335	Micro Plush 5/16" 3-pack	18625-6	9"	10
RR314	Micro Plush 5/16" Jumbo-Koter miniroller 2-pack	16889-4	4½"	12
		18168-8	6½"	12
RR514	Micro Plush 5/16" Jumbo-Koter miniroller 10-pack	19186-1	4½"	4
RR375	Micro Plush 5/16" Jumbo-Koter kit	18620-4	4½"	10
R238	Micro Plush 9/16"	17193-1	9"	12
		18428-3	14"	6
		17970-8	18"	6
R249	Micro Plush 3/4"	17194-8	9"	12
		17971-5	18"	6

RETURNS

If you're a painter or a retailer, "returns" can feel like a dirty word. I get it—that thought process is easy to understand. Returning to a site for touch ups when a customer isn't happy can steal time away from another job. Retail customers may return to a store because they're unhappy with the paint or tools that they chose.



Tony Dungy once said, "What we invest in today determines our returns tomorrow." He's right. Returns—even the ones that complicate your day—are opportunities. Even though it started with an unhappy customer, the painter who revisits the site shows that he stands by his results. That's a great way to earn repeat business. The same can be said about the retailer version of that scenario. In truth, we should always hope for returns.

After painting that homeowner's living room, isn't the hope that they'll want you to return to help them redo their dining room, or restain their deck?

When you've provided a retail customer with a solution that leads to excellent results, isn't the hope that they'll return to you for help with their next project?

You bet it is.

We've been around 168 years—and we've experienced our fair share of returns. We have immense gratitude for the generations of painters and retailers who have returned to the Wooster name time and time again when they needed premium results. We've also been thankful for those who knew that when something wasn't to their satisfaction, that the Wooster name meant that we'd always make it right.

You'll see that we have more good returns in this issue of our newsletter. The first is on the left—we're bringing back the additional nap heights of our Micro Plush line that were previously discontinued. If you haven't seen them at your local Wooster source yet, ask them to place an order—they're in stock now. Our second good return is Andy Slayman; after leaving Wooster in 2017, he's back with us as our new Rep for OH and parts of WV, VA and KY. To get to know Andy a little better, check out the Meet the Field Rep column on page 3.

As summer works its way to fall and winter, we hope the rest of your 2019 is filled with good returns too.

Bill Fagert, President

ASK

THE ENGINEERS



I always knew Wooster makes high-quality paint applicators, but I never knew you offered a line of artist brushes as well. Is this true?



Yes, you are correct! The Wooster Brush Company offers a full line of artists brushes. And believe it or not, artist brushes have a lot of uses beyond the general term.

We offer three different types of artist brushes – flat, bright, and round – in a variety of common bristle material – ox hair, camel hair, hog hair, and red sable hair. Flat brushes are generally wide but not very thick and can have either long or short bristles. Bright brushes have the same brush shape as a flat brush, but they typically have much shorter bristles. Round brushes have round ferrules and hairs that taper to a soft point.

Artist brushes are ideal for utility, maintenance, or industrial painting and cleaning applications as well as general painting. They can be used to apply various types of paints and stains (oil, acrylics, watercolors, varnishes, lacquers), adhesives, and cleaning agents.

Some common uses for artist brushes are:



Painter –

A painter can use artist brushes to do a wide variety of interior and exterior touchups from a small scratch in a cabinet door to a nick in the drywall.



Maintenance Technician –

A maintenance technician can benefit from using an artist brush to apply adhesives, lubricants, or harsh chemicals where precision is a priority.



General Contractor –

Whether painting or installing a new HVAC system, a general contractor can use an artist brush to help them achieve many tasks from quick paint touchups to dusting an area before applying paint or adhesives.

So, whether you're a painter, maintenance technician, or general contractor, you may find it a good idea to add artist brushes to your repertoire. You can view our full line of artist brushes on woosterbrush.com.



**Jon
Rose**
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**VP of
Sales**
.....
Retires

Jon Rose, Board Member and Vice President of Sales, retired from The Wooster Brush Company on June 30, 2019.

He joined Wooster Brush over 40 years ago on August 1, 1978. During his tenure, Jon has held several roles in Wooster's Sales Department—including the last 25 years as Wooster's Vice President. He has represented Wooster Brush in several industry trade organizations including PDRA Advisory Committee, NRHA, AHMA Board, HGA, and Hardware Marketing Council. Jon is also active in community service; he's currently involved with local organizations such as Boys and Girls Club, Wayne County Committee for Crippled Children and Adults, One Eighty, Main Street Wooster, and Rotary.

Speaking about Jon, Wooster Brush President, Bill Fagert said, "For the last 30 years Jon's office has been 30 feet away from mine. He is not one to draw attention to himself—but I would like you to know that every day he has quietly, consistently, and professionally provided whatever leadership The Wooster Brush Company has needed. It doesn't matter how good or how bad the day is going; Jon calmly and steadily keeps things moving forward. He will be missed."

Jon will continue serving on the Board of Directors and assisting with Wooster's international business. But retirement should give him more time for many of his favorite things, including following family activities, reading, travel, Chautauqua Institution, College of Wooster Sports, and the Cleveland Indians.

The Wooster Brush Company wishes Jon well and thanks him for four decades of outstanding service to our company and industry.

MEET THE FIELD REP

ANDY SLAYMAN



He may be the newest member of our Sales team, but Andy isn't new to the industry—heck, he's not even new to Wooster. Andy recently took over Glen Wiseman's territory which covers all of Ohio, most of West Virginia, as well as parts of Virginia and Kentucky. If you're a painter or retailer in those parts of the country and you haven't met him yet, you likely will soon.

Previous Work Experience: For about 21 years, I split my Wooster time between our Marketing Services and Lowe's teams. Our Marketing Services group supports our Sales and Marketing teams by helping with store sets/resets, show orders/setup, building displays, pulling product for special requests, and many other projects. As a member of our former Lowe's team, I helped set Wooster product in stores and lead store PK sessions. In 2017, I went to Shearer Equipment to sell Golf and Turf Equipment. It was a really good experience, but after a buyout I wanted to get back into Wooster. I reached out to see about any positions and the timing was just right. As luck would have it, Glen Wiseman was preparing to move into a new role within our Contractor Program. I hoped that I would be able to fill his position. Luckily, I got the job.

Family Update: Karen and I have been married for 13 years. I have one stepson, Cody. He is 24 years old and works at Midwest Industries as a Welder. We have 2 dogs, Bella and Zeke. They are very entertaining.

Hobbies & Interests: If I'm not in a paint store or at a show, you'll likely find me outside. I like to golf, fish, hunt, and kayak/float the river. Nothing too extreme, just floating with Karen and friends is fine by me. I love Ohio State Football. In the fall, you can bet that I will be somewhere watching the Buckeyes' games.

Favorite Wooster Product: My favorite tool is the Pelican bucket. I use mine all the time. I hated cutting in/trimming before when I had to hold a can. I don't paint without it anymore. Being able to brush and roll from one pail changed the game for me.

Recent Contractor Call: I was doing a reset a while back for Steve Lister in Louisville, when some painters showed up. They saw my Wooster shirt and said they loved our brushes and rollers. I'm sure most of our reps have heard the same while being out and about. I haven't really had any interesting stories from being in the stores yet, but I hope to have some soon.

If you'd like to contact your local Rep and don't have their information:

Visit the **In Your Area** page of our website at woosterbrush.com/wooster/in-your-area, enter your zip code, and get the phone number and email address for your local contact! They can help you with:

- Product knowledge training sessions for your crew
- Additional information about new Wooster products and promotions
- Answers for all your questions about pricing, ordering, line reviews, and more

NEW **cirrus X** coming soon!

Rough surface applications can be...rough! New Cirrus X polyamide yarn roller covers are designed with extra capacity and durability to help you tackle rough and even extra-rough surfaces. Use these new roller covers with all flat, eggshell, and satin paints. Original Cirrus rollers will still be produced with their original green stripe, while new Cirrus X rollers will have the new marbled look seen in the unpackaged image on the right.



Cat. No.	Description	UPC 0-71497-	Size	Case Qty.
R185	Cirrus X 3/4"	19116-8	9"	12
		19117-5	14"	6
		19118-2	18"	6
R186	Cirrus X 1"	19119-9	9"	6
		19120-5	14"	6
		19121-9	18"	6

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