

COMMERCIAL PAINTING

2025-26 | VOL. 5

ISSUE NO. 4

ADVANCING OUR INDUSTRY

I CAN'T SAY NO

WHY MAGNUM KEEPS
ACCEPTING NEW CHALLENGES P20

INSPO IN THE DESERT

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OFFICIAL MAGAZINE OF

CPIA

COMMERCIAL PAINTING
INDUSTRY ASSOCIATION

INTRODUCING THE NEW LOOK OF PITTSBURGH PAINTS DESIGNED WITH YOU IN MIND

NEW LABELS WILL BEGIN HITTING SHELVES LATER THIS YEAR!

This transition will happen over time so you will continue to see our products in both PPG Paints and PITTSBURGH PAINTS labels simultaneously.

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The *Pittsburgh Paints* brand has undergone a refreshed update to better serve and connect with professional painters and contractors. The new label design and brand positioning aim to deliver clarity, performance, and convenience on the job site.

Key features of the new *Pittsburgh Paints* brand for pro customers include:

- Easy-to-read labels with clear product names, sheen identifiers, and usage guidance to reduce confusion on the job.
- Simplified navigation with bold color bands that differentiate product lines and finishes quickly at a glance.
- Enhanced on-label performance claims, including hide, durability, and application benefits, to help pros choose the right product for the right job.
- A modern, professional look that reinforces quality and reliability trusted by the trade.
- Cohesive design across SKUs makes it faster for pros to locate what they need in-store or on the truck.



FROM THE OFFICE OF THE EXECUTIVE DIRECTOR

Dear Members, Partners and Friends of the CPIA,

As we reflect on the tremendous momentum generated at our recent annual CPIA Leadership Conference, I am filled with a deep sense of pride, gratitude, and optimism for the future of our organization and the industry we serve. This year's gathering was not simply a meeting of commercial painting professionals; it was a vibrant exchange of ideas, a celebration of achievement, and a reaffirmation that the CPIA is firmly established as the leading peer-driven resource for contractors across the U.S. and beyond.

The 2025 conference was our largest to date, continuing our streak of attendance growth each and every year. Members shared innovative solutions for longstanding challenges and best practices for operations and workforce management. We also openly discussed emerging technologies and practices that are shaping the future of commercial painting. It was a powerful reminder of the mission of the CPIA and that progress accelerates when professionals gather not as competitors, but as peers committed to mutual success.

You will see more on the Leadership Conference in this issue. Mark your calendars now for our 2026 event at the W Hotel in Nashville, to be held Sept. 27-30.

The CPIA continues to develop tools and resources that help our members build success, quality, profitability, and growth for their commercial contracting businesses. In addition to our Exterior Condition Rating Index, we have also created an Annual Benchmark Survey of CPIA members. It's packed with information on contractor size and structure, as well as type of work performed, typical job size, and even details on costs, revenue, profit, and other vital information. This is the first of its kind and represents a solid sampling of commercial painting contractors across the country, in businesses that produce between \$3M and \$200M annually.

The CPIA has recently launched two more peer groups, for a total of ten. These groups are the association's most valuable benefit, and we encourage all members to consider joining a one. We have two peer group categories: One for owners and one for up-and-coming leaders. Please contact me if you or a member of your team would like to get involved in a peer group.

The CPIA's mission is clear: We are dedicated to advancing the success, professionalism, and growth of commercial painting contractors. Having a network of like-minded individuals who have vast experience and success in commercial painting is invaluable.

If you are not yet a member, join today at theapia.com/plans/contractors. It will be the best business decision you make all year.

Sincerely,

A handwritten signature in black ink that reads "Mike Stanley". The signature is written in a cursive, slightly slanted style.

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mstanley@theapia.com

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QUESTIONS ABOUT MEMBERSHIP?

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INDUSTRY CALENDAR

Plan for conferences, exhibitions and other industry opportunities coming up in 2026. Be sure to watch your email for updates on CPIA events and activities.

NAHB International Builders' Show

Feb. 17–19, Orlando, Fla.,
buildersshow.com



NAHB IBS
Orlando, Fla.

PCA Expo

Feb. 16–20, Orlando, Fla.,
pcapainted.org/expo

Fourth Annual CPIA Executive Retreat

Feb. 22–24, Cabo San Lucas, Mexico,
eventsquid.com/event/30577

ConExpo-Con/AGG

March 3–7, Las Vegas, Nev.,
conexpoconagg.com



CPIA Executive Retreat
Cabo San Lucas, Mexico

AMPP Annual Conference + Exhibition

March 15–19, Houston, Texas,
ace.ampp.org/home

NFMT East

March 10–12, Charlotte, N.C.,
nfmt.com/Charlotte/2026

American Coatings Show + Conference

May 5–7, Indianapolis, Ind.,
american-coatings-show.com



NFMT East
Charlotte, N.C.

AIA Conference on Architecture & Design

June 10–13, San Diego, Calif.,
aia.org/community/events/
aia-conference-architecture-design-2026

Sixth Annual CPIA Leadership Conference

Sept. 27–30, Nashville, Tenn.,
thecpia.com (registration information to come)

Are we missing an event that should be in this calendar?
Send details to editorial@thecpia.com.

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¹Regal® Select Interior delivers 50 more square feet per gallon (approximate gallon coverage at recommended film thickness - sq. ft.) than a leading national competitor.

²Recoat with Regal Select Interior in as little as one hour (dry time at 77°F [25°C] at 50% RH) versus a leading national competitor's four-hour recoat time.

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COMMERCIAL PAINTING

20 YEARS

20

Cover Story

How a small drywall company grew into a mega drywall, painting, wallcovering, plaster, and specialties company.

Emily Howard Talks with Magnum Leaders

PHOTO: CRAIG COZART PHOTOS

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By Aaron Hockel, AltaVista Strategic Partners
Artificial intelligence is changing the way customers find painters online. Are you ready?

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By Staff
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By Brion D. Palmer, ProConnect 360
The recent CPIA conference in Tucson had its largest turnout yet, with attendees taking part in educational sessions, peer group meetings, recreational activities, networking events and more — all against the backdrop of the Santa Catalina Mountains. Check out the photo gallery!

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By Emily Howard
Learn how leaders from commercial painting company Paint Applicators used the CPIA conference to support its team-building program.

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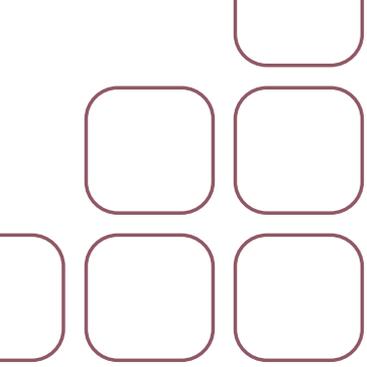
By Abby Horick, PaintCare

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CPIA Binder

CURRENT EVENTS, UPDATES, AND MORE

Peer Group Heads to Fenway



Benjamin Moore reps Greg Hadden, Kevin Scopetski, and Mike Kaelblein joined the peer group for what was many members' first visit to the historic ballpark.



The group toured ZoomInfo in Waltham, Mass., where W.T. Kenney is working with J. Calnan & Associates (GC) on a project.

This past fall, members of a CPIA peer group whittled out some quality time to learn more about a participant's business and enjoy activities with their inner circle of trusted painting comrades. Steve Hester, Louie Boncyk, Burt Whitenight, Jim McBrayer, John Yuill, and Nick Higgins were hosted by Brian Jurgens and Tim Kenney in Boston for jobsite tours and a weekend taste of Boston.

"Our peer group was in Louisville in April for the CPIA Executive Retreat. At lunch we talked about a separate get-together. We had done Wrigley Field as a group in 2023 and got excited about another beloved ballpark — so Fenway it was!

The Boston trip dream became a reality in September. "It was several of the members' first time at Fenway Park," said Jurgens. The group took advantage of every moment, enjoying dinner in Little Italy, Boston, Duck Tours, the Charlestown Navy Yard on the waterfront, and of course, a baseball game hosted by Benjamin Moore at Fenway. It's yet another example of CPIA peers fostering bonds beyond the meeting room to enhance the value of the group and make owning a painting business even more enjoyable.

PHOTOS: COURTESY OF THE PEER GROUP



JOIN commercial painting leaders at the luxurious Hilton Los Cabos, Cabo San Lucas, Feb. 22–24, 2026, for the Fourth Annual CPIA Executive Retreat — an inspiring, solutions-driven experience designed to strengthen relationships, sharpen strategy and energize your business for the year ahead.

ENJOY a rare opportunity to collaborate face to face with your Peer or Leadership Development Group. For contractors still considering association membership or peer group participation, this retreat is an ideal introduction to the CPIA experience.



BENEFIT from in-depth discussions on business growth, market trends, emerging technologies, project management, and more. **Sign up now at eventsquid.com/event/30577.** Questions? Contact Mike Stanley, Executive Director, mstanley@thecpia.com.

CPIA **FOURTH ANNUAL EXECUTIVE RETREAT**

HILTON LOS CABOS | CABO SAN LUCAS, MEXICO | FEBRUARY 22–24, 2026

Inline Painting Expands in Ohio and Kentucky

The new, simple and flexible office offers faster response time and easier oversight.



In March of 2025, CPIA member Inline Painting opened a new satellite office in Columbus, Ohio, to better serve clients in the area. With the main headquarters in Indianapolis, they have served Indiana as well as the surrounding states for 18 years.

“Columbus is a growing market, and we’ve experienced a good deal of growth for our work in Columbus and throughout the state of Ohio,” said Chris Neeson, Vice President and General Counsel of Inline Painting. Since opening the office, the company has seen work in Ohio nearly double, and its leadership expects further growth.

In August, they opened another office in Louisville, Kentucky. “It is always a lot easier to oversee a project that is within an hour of the office — as opposed to three or four hours away. We are now more flexible with scheduling and have faster response time to needs outside of the ordinary flow of the project,” said Neeson.

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PHOTO: COURTESY OF INLINE PAINTING

Retreat Kicks Off Feb. 22

Nothing like breathtaking ocean views to shake off those winter blues! The CPIA Executive Retreat, designed for members of the association's Owner and Leadership Development Peer Groups — as well as those looking to learn more about peer group participation — will take place **Feb. 22-24, 2026**, at the beautiful beachfront Hilton Los Cabos in Cabo San Lucas, Mexico.

The event promises ample time for peer groups to share experiences and strategies in candid discussions that will prepare you for the year ahead.

In addition, no CPIA event would be complete without a stunning backdrop, exquisite cuisine, and the opportunity for adventure. If you haven't signed up, get those passports ready and register now: eventsquid.com/event/30577.

CPIA Adds Peer Groups

The CPIA is expanding its network of peer groups to accommodate increased interest among owners and business leaders looking to connect and exchange experiences and strategies with a group of non-competing commercial painting contractors.

"By providing this peer group platform for collaboration, innovation, and professional development, the CPIA delivers on our vision and our mission. The peer groups deliver incredible, measurable value for all participants in both the owner and the leadership development groups," said Mike Stanley, CPIA Executive Director. "There is no other place you can meet regularly with

other non-competitive commercial painting professionals who are willing and able to share specific business experience and knowledge. The growing number of peer groups proves that participating contractors find CPIA peer groups incredibly worthwhile."

Two new peer groups are now being added — one Executive Peer Group and one Leadership Development Group. This opens up more opportunities for professionals who want to connect with peers in a meaningful way, where sharing experiences and lessons learned benefits all.

To learn more about joining a peer group, visit thecpia.com/peer-groups.



THERE IS NO OTHER PLACE YOU CAN MEET REGULARLY WITH OTHER NON-COMPETITIVE COMMERCIAL PAINTING PROFESSIONALS WHO ARE WILLING AND ABLE TO SHARE SPECIFIC BUSINESS EXPERIENCE AND KNOWLEDGE."

— Mike Stanley, CPIA Executive Director

SAVE THE DATE

ANNUAL CPIA LEADERSHIP CONFERENCE

The Commercial Painting Industry Association has announced the 2026 dates and venue for the Sixth Annual CPIA Leadership Conference. Hosted at the W Hotel in Nashville, Tenn., **Sept. 27-30**, the event promises a wealth of valuable networking activities, insightful panel discussions, engaging educational sessions, and scheduled time for peer group meetings.

Commercial contractors will not want to miss the event of the year, where peers will connect, learn, and enjoy specially curated activities in the world-renowned Music City. As always, CPIA ensures that there is plenty of room for activities, so stay tuned for more information. Watch thecpia.com for registration announcements.

SEND US YOUR MEMBER NEWS:
editorial@thecpia.com

Two New Association Roles Announced

The CPIA leadership team is excited to introduce two new roles within the association: Peer Group Liaison and Membership Liaison. These positions are designed to further the CPIA's commitment to members and industry partners by strengthening communication, connection, continuity, and member experience.

"One of the things that has always set the CPIA apart is the people behind it. As our organization continues to grow and mature, it's important we find meaningful ways to keep experienced leaders engaged—especially those who have poured decades into this industry and still want to contribute," said Aaron Moore, President of PPD Painting and Co-Founder of the CPIA.

The CPIA is privileged to announce the appointment of Leslie Nash West as Peer Group Liaison and Burt Whitenight as Membership Liaison.

"I'm especially grateful that Leslie and Burt — both long-time industry leaders who are transitioning out of day-to-day business ownership — have agreed to step into these roles," Moore added. Their experience, perspective, and commitment to this industry make them a tremendous asset to the CPIA and its members."

LESLIE NASH WEST, PEER GROUP LIAISON



As the third-generation owner of W.W. Nash and Sons, West has earned her status as a distinguished leader. Through her involvement with industry associations and publications, she is known as an advocate for professional excellence and for raising the bar in the painting industry. West has been a member of the CPIA since its inaugural event and has ensured her family's legacy remains at the forefront of modern trends and best practices by actively participating in her CPIA peer group.

In her new role, West will act as a key resource for peer group leaders looking

to increase the efficacy and value of their meetings. In preparation for the role, West received training and certification from the prestigious International Facilitators Organization. Groups will enjoy access to newly curated tools, exercises, and frameworks, enhancing the impact of each meeting. She will also assist individual members who wish to join a peer group, ensuring they are placed in the best-fitting group.

BURT WHITENIGHT, MEMBERSHIP LIAISON



Whitenight brings more than 30 years of experience in the painting and waterproofing industry as a sales leader, executive, and coach. Known for his relationship-driven approach and practical sales

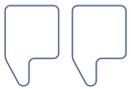
execution, his career spans leadership roles with Flex Bon Paints, The Sherwin-Williams Company, and Service Contracting Solutions, where he rose to Executive Vice President/Partner and led high-performing sales teams on complex commercial projects. He remains deeply engaged in the industry through board leadership with the Gulf Coast Builders Exchange and ongoing coaching work with McBrayer & Associates.

In the age of artificial intelligence, Whitenight is bringing a personal connection to members and those interested in membership as CPIA's new Membership Liaison. By connecting them with appropriate people and the educational tools they need, current and future members will have a trusted resource to navigate membership benefits and gain peak value.

GET IN TOUCH

If you're a current CPIA member interested in exploring peer groups, reach out to Leslie West at leslie@thecpia.com.

If you are looking for ways to make the most of your membership or considering joining the CPIA, contact Burt Whitenight at membership@thecpia.com.



THEIR EXPERIENCE, PERSPECTIVE, AND COMMITMENT TO THIS INDUSTRY MAKE THEM A TREMENDOUS ASSET TO THE CPIA AND ITS MEMBERS."

— Aaron Moore,
CPIA Co-Founder



Behr Paint Gives Back

Behr Paint recently partnered with its parent company, Masco Corporation, for a Month of Service. This effort builds on Behr's two-decade commitment to giving back to its neighbors and the community through its Behr Cares Volunteer Program.

"When Masco, our parent company, launched its first Month of Service in September, we saw a chance to build on the success of Behr Cares and deepen our impact," said Megan Selby, President of Behr.

Projects included the VA National Cemetery Beautification Project, where Behr team members from across the country joined other volunteers on Sept. 11 to clean headstones at 15 VA National Cemetery locations from coast to coast. Volunteers also worked to help youths experiencing homelessness

by assembling hygiene kits, accompanied by notes of encouragement, in collaboration with CovenantHouse California. For the Second Harvest Food Bank, team members sorted and packed produce for families in need. In an industry-related project, volunteers painted Habitat for Humanity's Restore facility to refresh and rejuvenate, creating a more inviting space.

The commitment doesn't end with the Month of Service. Through Behr Cares Volunteer Programs, Behr team members can give back year-round, and even receive one paid day annually to support a nonprofit of their choice.

To learn more about the Behr Cares Volunteer Program, visit corporate.behr.com/responsibility.



From top: Volunteers pose after packing produce for families in need. Volunteers work at a VA cemetery.

Diamond Vogel Changes Focus and Divests Stores

Diamond Vogel announced a strategic shift in its approach to the architectural coatings market by divesting its company-owned retail stores that serve painting contractors, maintenance pros, and homeowners. The company will, instead, focus on a new industrial service center model designed to assist manufacturers nationwide by offering local inventory support, dedicated color matching, and timely order fulfillment.

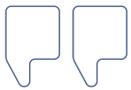
Eleven of the retail locations have been acquired by Spectrum Paint Company, and Diamond Vogel is in discussions with buyers for the remaining retail locations.

“Our strength lies in paint manufacturing, and we recognized the need to

reinvest in our core capabilities rather than retail operations,” said Diamond Vogel CEO Jeff Powell. “We’re pleased to partner with Spectrum Paint, a company known for delivering exceptional customer experiences. Spectrum will continue to offer our premium architectural paints and coatings to the market.”

“We have known the Diamond Vogel people for many years and have distributed some of their specialty products during that time,” said Travis Detter, Spectrum Paint President and Founder. “We are excited to collaborate with our friends and continue serving their long-time customers in the area.”

For more on these companies, visit diamondvogel.com and spectrumpaint.com.



SPECTRUM WILL CONTINUE TO OFFER OUR PREMIUM ARCHITECTURAL PAINTS AND COATINGS TO THE MARKET.”

— Jeff Powell, CEO, Diamond Vogel

Sherwin-Williams Acquires Suvinil from BASF

The Sherwin-Williams Company has completed its acquisition of BASF’s Brazilian architectural paints business Suvinil. Suvinil manufactures a wide range of architectural and decorative coatings under the brands Suvinil and Glasu!, targeted to both professional painters and homeowners. According to a press release, Suvinil sold approximately \$525 million in 2024, employs 1,000, and has two production facilities located in Brazil.

“Suvinil is a business we have admired for decades, and the rare opportunity to add an organization of this quality to

Sherwin-Williams aligns directly with our long-term growth strategy,” said Heidi G. Petz, Sherwin-Williams Chair, President and Chief Executive Officer. “Suvinil is highly complementary to our existing presence in Latin America, where we have operated for more than 80 years, and immediately accelerates our ability to provide industry-leading solutions for our customers and opportunities for our employees. We are excited to add Suvinil’s outstanding talent, brands, technology, distribution, manufacturing and customers to the Sherwin-Williams portfolio.” To learn more, visit sherwin.com.



SEE
DETAILS,
PAGE 9

“Well paint me green and call
me a pickle – the CPIA is fixin’
to meet in the Music City!”

— Heard on the street in Nashville

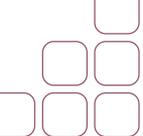
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**LEADERSHIP
CONFERENCE**

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SEPTEMBER 27–30, 2026



Jeff Winter Retires from Sherwin-Williams

Sherwin-Williams announced the retirement of Jeff Winter, Vice President of Marketing, effective Dec. 2025. Winter joined Sherwin-Williams in 1991, during his senior year at the University of Akron, where he mixed paint at a local paint store. Today, he retires as the Vice President of Pro Marketing and a well-known expert, colleague, and friend of many in the painting industry.

Winter spent his first 20 years with Sherwin-Williams, working his way up through multiple roles in the field after participating in their management training program. In 2011, he moved to the corporate office as Director of Residential Repaint, where he quickly emerged as an important resource and advocate for painting contractors nationally. In 2019, he was promoted to his latest role and served in it for nine years.

During his time with Sherwin-Williams, the painting industry and the company have experienced massive evolutions that range from changes in paint chemistry to digital transformation.

“When I started in 1992, we didn’t have a website,” said Winter. During his tenure, he has successfully helped navigate the company’s marketing and communications to professional painting contractors into a new digital era. “To think about the evolution of our marketing communications, the way we go to market, and the way our customers can engage with us now is amazing to see.”

Despite how reliant the world has become on technology, Winter and the Sherwin-Williams team have also managed to keep themselves firmly rooted in their in-person relationships with customers. Any contractor who has been to a painting industry event is likely familiar with the impressive experiences hosted by Sherwin-Williams, where Winter was often seen greeting participants with a warm smile, a cold drink, and red-carpet treatment. “We work hard to make all of those events

memorable and exciting. We always want something that will be a signature event,” said Winter.

In 2020, Sherwin-Williams became a Strategic Alliance Partner of the Commercial Painting Industry Association. Aaron Moore, Co-Founder of the CPIA said that Winter’s early belief in the vision of the organization helped them build what is

now the largest organization dedicated to commercial painting contractors.

“Jeff Winter has been a steady force in the painting industry for decades, and his impact reaches far beyond Sherwin-Williams,” said Moore. “Jeff has always been a trusted ally, an industry champion, and a genuine friend. His retirement marks the end of a remarkable chapter, but his

influence will carry on for years to come.”

Winter said he recalls a time in the industry when peer groups were unheard of because painters kept their secrets close to the vest. Now that he sees more collaboration in the industry — especially among peer groups in the CPIA — he noted, “I think it makes people better, businesses better, and the whole industry better.”

At the CPIA’s 2025 Leadership Conference in October, Winter participated in his final Sherwin-Williams-hosted event — the themed “Cowboy Experience” — an apropos farewell as he prepared to ride off into the sunset.

“This past year was so much fun. It was a great opportunity for us to say ‘thank you’ to some of our best customers,” he mused.

Winter will be succeeded by Travis Spangler, who similarly started in the management training program, managed multiple stores and districts, and held multiple VP roles for the company, including Vice President of Sales and Vice President of Strategy for the Stores Group.

As Winter embarks upon a new chapter, he has a grateful industry waving in the rearview mirror, wishing him the very best.



JEFF HAS ALWAYS BEEN A TRUSTED ALLY, AN INDUSTRY CHAMPION, AND A GENUINE FRIEND. HIS RETIREMENT MARKS THE END OF A REMARKABLE CHAPTER, BUT HIS INFLUENCE WILL CARRY ON FOR YEARS TO COME.”

— Aaron Moore, CPIA Co-Founder

PHOTO: COURTESY OF SHERWIN-WILLIAMS

New Podcast Episodes

Looking to stay ahead of commercial painting trends and learn innovative business strategies? Hosted by Aaron Moore, Co-Founder of the CPIA and President of PPD Painting, and David Chism, owner of DC Marketing Group and Chism Brothers Painting, The Commercial Painting Podcast series explores strategies for overcoming the challenges standing in the way of your growth. While one recent podcast covers insurance planning, another travels a more personal path for the hosts.

BEYOND RENEWAL: SMART INSURANCE STRATEGIES FOR CONTRACTORS



Yale Rosen, a Risk Advisor from Risk Strategies, offers practical takeaways to help strengthen your insurance plans. Learn the difference between insurance and risk management, direct-to-carrier vs. a broker, and the right way to shop for insurance. You'll also get tips on how safety culture, claims handling, and deductible choices affect premiums.

Website: risk-strategies.com

THE LIFE AND WORK OF CHARLIE KIRK

David and Aaron brave an honest discussion surrounding the assignation of Charlie Kirk, exploring their personal reactions, the impact of his death, and how they broach the topic with family and friends. They reflect on the importance of civil discourse, the need for open conversations, and the lessons learned from Kirk's life and legacy. The discussion emphasizes the significance of standing up for one's beliefs while fostering understanding and respect among differing viewpoints.

Listen to the Commercial Painting Podcast:



bit.ly/_CPP-Episodes



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AI is Rewriting Search

Is Your Business Still Showing Up?

BY AARON HOCKEL, ALTAVISTA STRATEGIC PARTNERS

The way customers find painters online is changing faster than ever. For years, the main goal was simple: Rank on the first page of Google. Now, artificial intelligence is rewriting the rules. Tools like ChatGPT are answering questions directly, and Google has introduced “AI Overviews” that summarize search results at the top of the page. For commercial painting contractors, this shift raises an important question: Will your company’s website show up in these AI-generated answers? Let’s break down what’s happening and what you can do to stay visible.

IF YOUR WEBSITE IS NOT A SOURCE FOR AI-GENERATED ANSWERS TO ONLINE SEARCHES, YOU COULD MISS OUT ON VALUABLE TRAFFIC — EVEN IF YOUR SITE USED TO RANK WELL ORGANICALLY.

What Are Google’s AI Overviews?

Google’s AI Overviews are AI-generated summaries that appear at the very top of certain search results. Instead of just showing the traditional list of websites, Google now provides a short answer written by AI, often citing two or three sources.

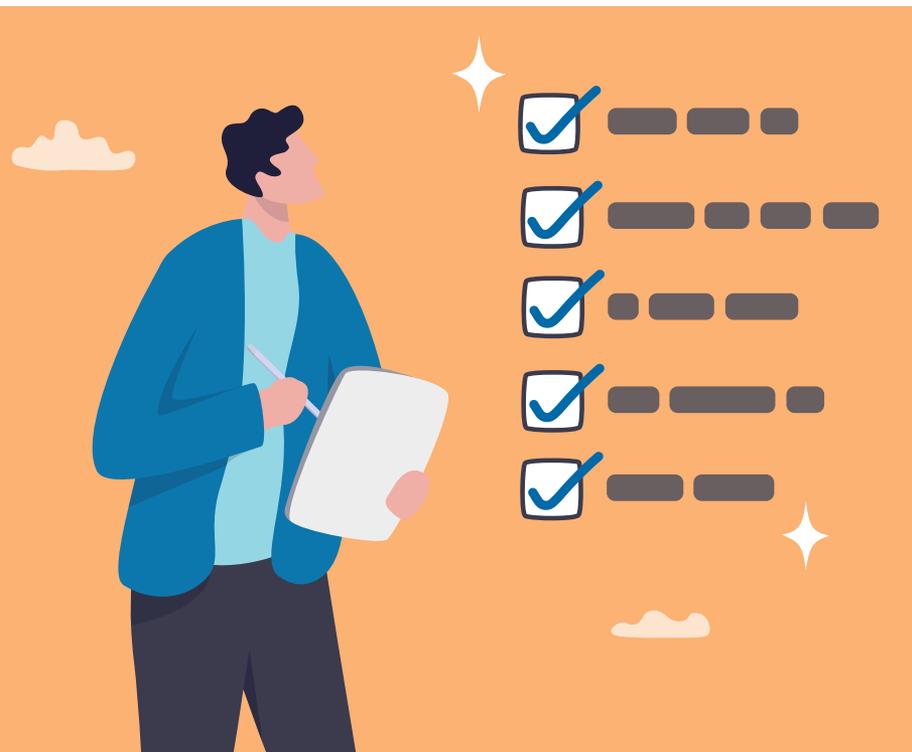
For example, if a property manager searches “best commercial paint coatings for metal buildings,” Google’s AI Overview might display a paragraph summarizing the types of coatings, along with links to the sites it pulled information from.

If your website is not one of those sources, you could miss out on valuable traffic even if you used to rank well organically.

What About ChatGPT?

ChatGPT works differently. Instead of sending people to a search results page, it answers questions directly in a conversational format. While it sometimes provides links, they are not always prominent.

That means if a property manager asks, “How often should I repaint a commercial office building?” ChatGPT may give them a full answer without requiring them to click anywhere. Unless ChatGPT references your website, your company may never even be seen in that interaction.



DOES YOUR CONTENT DO THE THINGS THAT WILL LAND IT IN AI OVERVIEWS AND CHATGPT REFERENCES?

Why This Matters for Painters

Both Google and ChatGPT are moving toward a “zero-click” world where customers can get answers without ever visiting your site. For commercial painting contractors, that is a challenge. You want decision-makers like facility managers and property owners to not just read general information, but to find and contact your company.

The risk is simple: if your site is not chosen as a source for AI answers, you are invisible in this new digital landscape.

How Do These AI Tools Choose Sources?

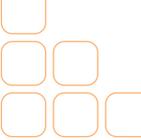
While neither Google nor OpenAI (the company behind ChatGPT) has published every detail of their selection process, we know a few key factors:

- 1. Expertise and Authority**
 Both platforms pull from websites that demonstrate industry expertise. If your site looks thin, generic, or outdated, it is less likely to be chosen.
- 2. Relevance of Content**
 AI tools scan for clear, direct answers to user questions. Pages that explain things like “How to prepare surfaces before painting” or “Commercial painting maintenance schedules” are more likely to be selected.
- 3. Clarity and Structure**
 Organized content with headings, lists, and straightforward language is easier for AI to process. Long, confusing paragraphs are less likely to make the cut.
- 4. Domain Strength**
 Sites with strong search engine optimization (SEO) foundations that include back links, consistent content, and good technical health are more trusted by search engines *and* AI.

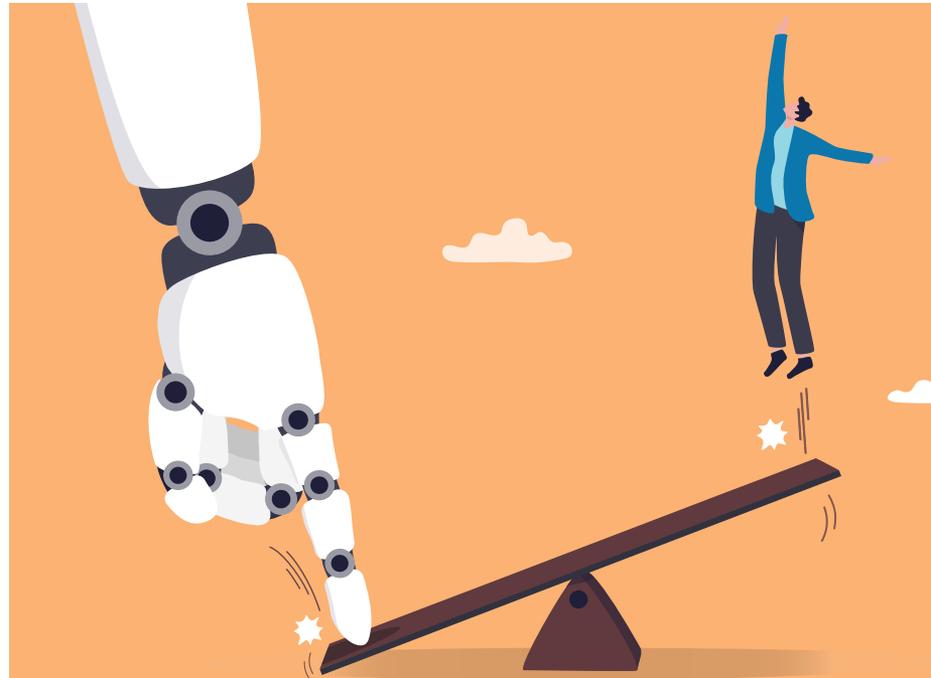
What Contractors Can Do to Improve Their Odds

The good news is, you don't need to be a big-name company to show up in AI Overviews or ChatGPT responses. You need a website that speaks clearly, proves credibility, and answers the exact questions your prospects are asking. Here's how:

- 1. Build content that answers questions.** Think about the questions property managers ask you all the time:



- “How long will commercial paint last on a warehouse?”
 - “What’s the difference between elastomeric and epoxy coatings?”
 - “Is it better to paint or replace old siding?”
2. **Create pages or blog posts that directly answer these.** The more your content matches real searches, the more likely it is to be picked up by AI.
 3. **Demonstrate expertise.** Do not just give short answers. Share your professional perspective. For example, instead of saying “Paint lasts five to 10 years,” add context: “On a typical office building in the Mid-Atlantic, exterior paint may last closer to seven years due to humidity and freeze-thaw cycles.” That type of detail shows real-world expertise, which is exactly what AI tools look for.
 4. **Keep your site active.** AI systems favor websites that are updated regularly. A blog that has not been touched since 2019 signals that your business may not be current. Publishing new articles, updating service pages, and keeping your project gallery fresh all help.
 5. **Optimize for SEO fundamentals.** Even though AI is changing search, traditional SEO still matters. Make sure your site:
 - Loads quickly on mobile devices;
 - Uses clear headings and page titles;
 - Has back links from credible sources such as trade associations or suppliers; and
 - Includes location signals so you show up for searches in your service area.
 6. **Claim your space in industry publications.** One overlooked factor is that AI tools do not just pull from your company website. They also scan industry publications, trade associations, and local news. By contributing articles, such as this one in *Commercial*



Painting magazine, you increase the chances that AI platforms will cite your expertise.

Looking Ahead

The rise of AI in search does not mean your website is obsolete. It means the bar for visibility is higher. Instead of simply ranking on page one, your site now needs to prove to AI systems that it offers the most relevant, credible, and helpful answers.

For commercial painting contractors, that is both a challenge and an opportunity. Many of your competitors are still behind in digital marketing. If you invest in strong content and SEO now, you can capture visibility where others disappear.

Final Takeaway

Property managers are still searching for contractors. The only difference is where the answers show up. Whether it is a Google AI Overview or ChatGPT, you want your business to be part of the conversation.

The contractors who adapt quickly by building authoritative, question-focused, and optimized websites will be the ones who win more projects in the AI era.

MANY OF YOUR COMPETITORS ARE BEHIND IN DIGITAL MARKETING. IF YOU INVEST IN STRONG CONTENT AND SEO NOW, YOU CAN APPEAR IN MORE AI REFERENCES AND CAPTURE VISIBILITY WHERE OTHERS DISAPPEAR.

ABOUT THE AUTHOR

Aaron Hockel is a partner with AltaVista Strategic Partners, which specializes in helping commercial contractors stay visible, relevant and ready to win. As a CPIA Industry Partner, the company is a preferred source for contractors who want their online presence to work as hard as their crew. Learn more at altavistasp.com.

MEMBER PROFILE

COMPANY LEADERS TALK ABOUT MEGA GROWTH, CREATING A WINNING TEAM, AND ACHIEVING THEIR HIGHEST STANDARDS.

WITH EMILY HOWARD FOR THE CPIA

“I just have a problem turning down opportunities,” said Gary Robinson, CEO of Magnum in California. This fall, Gary, along with fellow CPIA members and coworkers Jann Maxwell and Mark Lovato, walked me through how a small drywall company turned into a \$160-million drywall, painting, wallcovering, plaster, and specialties company; the challenges they faced; and the lessons they learned during a more than three-decade ride.

Emily Howard: Tell me about the history of Magnum.



Gary Robinson: I started in the field as a carpenter apprentice and moved on up. We built Magnum from the ground up. In the beginning, it was supposed to be a small drywall company — like a maximum of 35 to 45 people. But I just have a problem turning down opportunities. As an opportunity would present itself, we’d find a way to make it happen. It seems like from day one, when a challenge was put in front of us, we had to go prove that we could do it. And that still persists today. I think it’s fair to say it permeates through the company.

In the beginning, we wanted to be the Green Berets in a non-union world. It didn’t take long to realize that we had to go union if we wanted to work with the best general contractors.

That turned out to be a really good move for us, and we built great relationships with some of the best general contractors in the Bay Area. We ended up working on some of the most high-profile projects, probably in the world. We learned very quickly that we needed to deliver a top-quality product and top service, and you can only do that with good people.

PHOTOS: CRAIG COZART PHOTOS

This structure links the NVIDIA Voyager and Endeavor buildings. As multi-trade contractor for both, Magnum handled intumescent paint, painting, wallcoverings, acoustical panel systems, FabriTRAK acoustical track systems, ceilings, and specialties.





Magnum provided the wallcovering and perforated acoustical ceiling systems with integrated lighting for an area that seats between 300 and 600 people in the 18-story Adobe North Tower on their San Jose campus.

EH: What were some of the biggest challenges you faced in those 30-plus years?

GR: In the beginning, cash flow was a major challenge. As a matter of fact, I think for the first 20 years in business, I thought cash-flow challenges were just a part of business, because whenever we had money, we would leave it in the company and grow with it. It's just the nature of the construction industry that it's slow to pay you, and you always have to pay vendors and employees before you get paid.

It seemed like it was never going to catch up. I'm just thankful that so many people stuck with us, because people were saying, 'Geez, we keep working our butts off, but we never get anything for it.' It was such a nice feeling when we finally got to the point where we weren't so dependent on incoming cash, and we were able to start giving back. That made all that work worth it.

EH: You've also seen a lot of economic ups and downs during those decades. What was it like navigating those?

GR: When we started in the early '90s, we were just coming out of a down cycle. People were telling me, 'That's the worst time to go into business.' But I think it's the best time. Others were really scrambling,

but being as lean and aggressive as we were, we were able to compete and ride the wave up. There was a time when we seemed like we couldn't fail. Whatever we did, we would win.

But then the economy turned in the late '90s, and we were having to take work for lower prices. That almost put us out of business. Thank goodness we had good relationships with GCs; that helped us survive. We managed through that, and then we certainly learned from it because we've never been in that situation again.

Of course, during the pandemic in 2007 and '08, we were affected — there's no doubt about it — but we were able to tread water. We froze the wages, and everybody understood. We did what we had to do to get through it and came out of it fairly quickly. Now, I don't think that's 100% attributable to Magnum, but we had the opportunities in the Bay Area. The Bay Area has always been a bit of a microclimate.



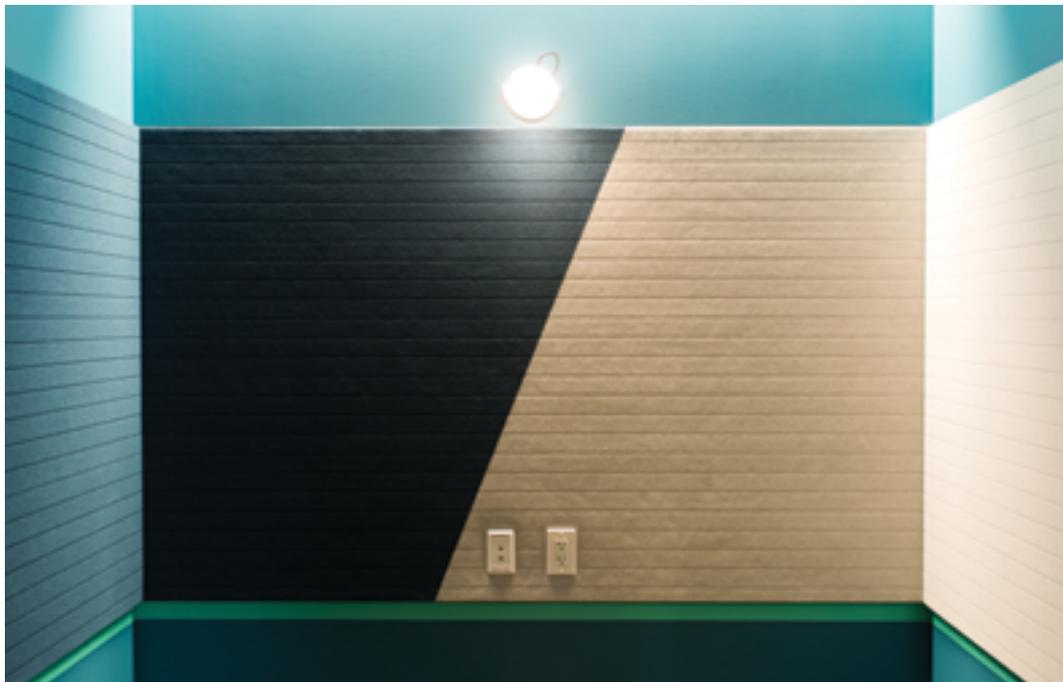
Jann Maxwell: And before the pandemic, we were really riding high. Our company had 700 employees in the field. We went down to 150

because California would only allow essential construction projects, so we could only



THE COST STRUCTURE FOR EACH DIVISION IS DIFFERENT. IN PAINTING, 85% OF OUR COSTS ARE LABOR AND ONLY 15% MATERIAL. SPECIALTIES IS THE REVERSE.

— Jann Maxwell



With 1.25 million square feet and a capacity for about 4,000 employees, the Adobe North Tower has more than 400 environments, including team neighborhoods, focus rooms and offices, collaboration zones, and drop-in desks. Vibrant colors help define the various spaces and floors.



In the upgraded suites and state-of-the-art press box accommodations at PayPal Park, Magnum provided the sandblasting, painting, antigrffiti coatings, and wallcoverings, as well as intricate finishes.

work on schools, hospitals, and government buildings. During that period, we lost employees, but we started back after the pandemic at about 300, and we're up to about 500 now. We still haven't gotten up to the 700, but we're actually exceeding our pre-pandemic work volume. I think it's because we're doing higher-end projects now.

EH: What kind of recruitment and retention strategies do you use to ensure you are building and keeping the best team?

GR: I have a lot of luck! A lot of people say that the bumblebee can't fly, but the bumblebee proves them wrong. And I think Magnum's been a bumblebee for a long

PHOTO: CRAIG COZART PHOTOS



PHOTO: CRAIG COZART PHOTOS

president So, it's about finding good people, finding their strengths, and letting them run with it.

Jann's another good example. Jann is very successful. He's a border collie. Just point him in the right direction, and amazing things happen.

Mark is certainly an example. Jann brought Mark in to take his place. So, always when one person is leaving their role, they are bringing somebody up. The fact that they still work together is a true testament to the culture and having the right people.

JM: You know, Mark actually came to us in an interesting way. When I first started in 2010, Mark was our Kelly-Moore paint rep.



Mark Lovato: I started off as an apprentice painter, became a journeyman, then a foreman, then an estimator, and then a project manager. I later

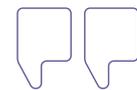
became a salesman for Kelly-Moore Paints, and I did that for quite a few years.

Magnum was not a paint company when I started. In fact, I helped Eddie Vargas provide an estimate for their very first paint job. I was also the only paint vendor to give them credit. After that, I worked with them for many years, and they bought nothing but Kelly-Moore paints. Even when I got promoted to district sales manager, I fielded calls from Eddie and would take care of their problems. I never really let them know that I was not handling their account; I would just make sure that they were taken care of constantly.

JM: That's Mark's character, those are his core values, and ours.

ML: When I sent in my resignation to Kelly-Moore, I sent Eddie a text giving him a heads-up. He said, 'I wanna see you in my office Monday morning at 10.' I think they offered me the job Wednesday, and I started Monday.

JM: Mark brings a much better knowledge of products than I have. And he is a much better manager of people than I am. My strengths are estimating and project management.



WE'LL LOOK YOU RIGHT IN THE FACE AND TELL YOU WE'LL MEET YOUR SCHEDULE. THAT'S ONE PIECE YOU WILL NOT HAVE TO WORRY ABOUT.

— Mark Lovato

time. I can't say there's a specific strategy. When we come across good people, we try to take care of them.

Eddie Vargas is somebody who's been with Magnum since he got out of high school. He has amazing street smarts and great intuitive skills with people, and he's worked his way up to become our



PayPal Park's suites, with stained wood entrances underneath the open steel structure (above), are positioned at field level with indoor and outdoor seating — placing fans only feet away from the playing field.

His management of people has been a fit because I think in two years, we've increased our painting staff by 40%, and Mark has just nailed it. Everyone loves him.

ML: I just do my best to navigate the business and their needs. I want people to know they are important, that things come up, and everybody's situation is unique. I know it's not a cookie-cutter deal. I try to be predictable and have boundaries, and to give them freedom and flexibility to navigate their life while still fulfilling their obligations in the workplace. That's very important, but it's also important not to be taken advantage of. So, if I do get a hint of that, I bring them in and have a conversation.

I treat everyone with respect. I don't come in and act as the know-it-all. I let them know that they are the pros then find their strengths and guide them towards them.

JM: We hire for core values, and we train for skills. Primary evaluations are on core

values. Of course, they need to have some of the skills for the position they are interviewing for, but if gaps are identified, we can train for those if the core values fit. So, when Mark came on, we had a staff that pretty much reflected the company's core values, and Mark has built on that when he hires.

EH: Now, let's talk about the work. What are some of your favorite projects over the years?

JM: We've done a lot of work out at the Facebook campuses. They have a lot of buildings, millions of square feet, and we were instrumental in their early years, painting a lot of the interior buildouts of their campus.

Adobe is another major player here. We just finished the Founders Tower last year, and that was a major project for us. Millions of dollars in contracts with multiple Magnum trades involved. We have drywall, ceilings, painting, wallcovering,

PHOTO: CRAIG COZART PHOTOS

specialties, and plaster; and three of those trades were involved in Adobe. We love multi-trade contracts.

Another major project for us has been NVIDIA's world headquarters. They have two buildings: one is 500,000 square feet, one is 750,000 square feet, and we finished both of those in multiple trades. Painting and wallcovering were among those.

Earthquake Stadium was also a big project for us. It seats about 30,000 and is all steel. That was a big steel sandblasting and painting job, and we had multiple contracts on that too.

ML: UCLA Medical Center is another one we're doing, as well as the Ontario Ballpark. And we're doing the Ontario Empire, which is a sports complex. So that's all in progress.

EH: Like you said, you love multi-trade contracts, and you offer five services, all very distinct from one another. What are some of the challenges and benefits of offering such a broad array of services?

JM: As we've grown, we've added divisions. We started out offering drywall. Ten years later, we added ceilings. Then, around 2007, we did our first paint job, and in 2015, the specialties division got added. Acoustical panels were added around 2014. The acoustical wall panels are handled by our Painting & Wallcovering Division, and acoustical ceiling panels are handled by our Ceilings Division. Finally, plaster was added around 2016.

The challenge is that we have five very different trades that have different needs. Specialties, for example, needs large warehouse space. It has a lot of toilet partitions, expansion joints, fire hose cabinets, fire extinguisher cabinets, and all of this hardware that goes into a building before it's occupied. It requires lots of warehouse space and a lot of financing, so you need to be financially strong, which Magnum is.

The cost structure for each division is also different. In painting, 85% of our costs are labor and only 15% material. Specialties is the reverse.

We've done a good job dealing with various needs, various divisions, and working together as one company. It's been

challenging, but our first core value is all one safe team, and that applies to the whole company.

A benefit has been that we've actually leveraged that for bidding. We leverage our best customers in one division and introduce them to other divisions so that we are helping each division grow. And that's been a really, really good thing.

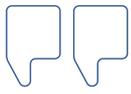
Another benefit is that Magnum has succeeded in cross-training different divisions. We can crew up easily. There aren't very many companies that have a wallcovering crew of over 8 or 10 people, which we do. We can crew up to 30 to 35 people on a job putting panels in, and get it done incredibly fast to meet schedules.

EH: There are some notably tight schedules required for the commercial market, especially in the tech sector. How do you navigate normal setbacks to meet timeline demands?

GR: We love it when customers come up with these ridiculous schedules and we figure out how to make it work. It's really a challenge. Even now, I still get excited.

Jann Maxwell and Mark Lovato collaborate on a project.





WE HIRE FOR CORE VALUES, AND WE TRAIN FOR SKILLS. PRIMARY EVALUATIONS ARE ON CORE VALUES.

— Jann Maxwell

JM: There have been instances where we've had a glitch. Let's say a material is stuck. This last winter, it actually happened. There was wallcovering that we were informed was stuck in Michigan on Thursday night, and we had to be done with that install by Monday morning.

Gary, who is a pilot, hopped in his plane, flew to Michigan, rented a truck, went to the warehouse, loaded it, went back, loaded it on his plane, and got it to our crews Friday night. They worked all weekend, and they got it done.

ML: Something we hang our hat on — Magnum as a company — is that we have the capability of meeting the schedule. We'll look you right in the face and tell you we'll meet your schedule. That's one piece you will not have to worry about. That's a good plus.

EH: What are some trends or changes in the commercial industry that you are keeping an eye on?

JM: One of our questions coming into this year was the effect that tariffs might have on our business. We haven't seen them too much, so that was a relief. Another challenge may be labor. As we go through the next couple of years, we'll see what impact that has on construction as a whole.

On the services side, I'm seeing a trend, I think, toward acoustics in buildings. There's a design style in buildings with exposed ceilings, hard concrete surfaces in offices, where you have reverberation of noise. There are only a few ways to mitigate that, and one of them is with acoustical wallcoverings. So that's where we've really focused the last few years, and we've grown that segment of our business.

We're partners and distributors with FabriTRAK. They're probably one of the leading companies for acoustical wall surfaces. They've been wonderful to work with, and we've done everything we can to pair the stellar product that they offer with our service.

Another trend I see is that, as remote work has taken hold, offices have become more focused, and so there are fewer nominally designed offices. The offices are well-designed. The architecture is intriguing, and

that plays right into Magnum's strengths. We love intricate and complicated designs.

EH: How have you leveraged your CPIA peer group and the association in general to help you navigate challenges?

JM: I've been a member of many organizations over the years, but for the larger commercial painting contractor, there was nothing out there until CPIA came along. It was just what I thought the industry needed.

The CPIA really flourishes with networking and how we help each other. Also the contacts I've made through CPIA have been incredible. I was just on the phone helping one of our peer-group members with advice. There are so many great companies in the CPIA — it really attracts the best.

Genuinely, I look at the CPIA's core values, and they're aligned with our core values.

EH: What's the future look like for Magnum?

JM: For the painting division, the goal is to at least double in size, and that's with drywall as well. When I first started in 2010, the painting division did \$2 million, and the overall company did \$22 million. This year, the painting division will probably hit \$35 million, and the company will probably hit \$160 million.

We also expanded into Southern California about three years ago, and it's taken off. There's a huge backlog down there of upcoming jobs and prominent jobs that we've worked on. We did the main train station at Disneyland, work at Dodger Stadium, and at UCLA.

Our growth was mainly with repeat customers, and as they grew, we grew. And we grew at a very good clip. Several years ago, we realized that we did not have a huge diversity of customers and wanted to expand our customer base.

Since then, a good number of new customers have become repeat customers. So that's really part of our growth too — not only adding divisions but expanding our customer base.

For information on the benefits of membership with the Commercial Painting Industry Association, visit thecpia.com.



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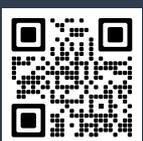
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MAJOR MANUFACTURERS
SHARE THEIR 2026
COLORS OF THE YEAR.

BY STAFF

The Colors of 2026



Annual color forecasts provide designers and architects with great sources of inspiration and talking points for project pitches. But for painting contractors who often find themselves entrenched in the technical, these yearly selections remind us of the pivotal role that color plays in our profession. They demonstrate to clients that a carefully chosen hue — expertly applied — brings feeling to function and personality to protection.

Are you making use of the 2026 colors of the year (COTY) from these or other major manufacturers? Tell us how: editorial@thecpia.com.

Hidden Gem

Behr Paint named the bold and elegant **Hidden Gem** as its 2026 color of the year. Clients will love the rich depth created by this smoky jade when used as an accent, or the cozy feel of a Hidden Gem color-drenched room.

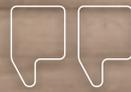
“Now more than ever, there’s a growing appetite for colors that challenge convention and bring an unexpected sense of wonder to everyday spaces,” said Erika Woelfel, Vice President of Color and Creative Services at Behr Paint. “Hidden Gem captures that spirit in both name and color. Its depth and refinement meet the desire for colors that are eternally stunning and stylish.”

Behr’s carefully curated 2026 color palette includes warm neutrals, moody midtones,



Hidden Gem
N430-6A

PHOTO: COURTESY OF BEHR PAINT



THE DESIRE FOR INCREASED SOCIAL INTIMACY REQUIRES SPACES THAT PROMOTE TOGETHERNESS."

— Ashley McCollum,
The Pittsburgh Paints Company

and natural browns. You will find callbacks to past colors of the year — Cracked Pepper (2024 COTY), Rumors (2025 COTY), and Adirondack Blue — that are still making a big impact in the market.

To learn more about the Behr Paint color of the year and color palette, visit [behr.com/consumer/inspiration/2026-color-of-the-year](https://www.behr.com/consumer/inspiration/2026-color-of-the-year).

Warm Mahogany

The Pittsburgh Paints Company announced **Warm Mahogany** as its 2026 color of the year. Anchored in hues of red and rusty soil, the paint color points to a continued path toward warmer colors for the future. Even though this color is bold and rich, it's versatile enough to play well with other colors and design elements.

"In 2026, we anticipate consumers will embrace opportunities to rest, rejuvenate and connect with others, prioritizing their wellness across all aspects of their lives," said Ashley McCollum, color expert at The Pittsburgh Paints Company. "The desire for increased social intimacy requires spaces that promote togetherness, a core design focus that moves away from abiding to trends and delivers refined aesthetics that feel timeless and classic."

Warm Mahogany heads up The Pittsburgh Paint Company's 2026 Color and Design Trends, which include four gorgeous palettes: Portal, the light; Ode, the moody; Collective, the vibrant; and Heirloom, the elevated.

To learn more about The Pittsburgh Paint Company's 2026 color of the year, and its color and design trends, visit [pittsburghpaintsco.com](https://www.pittsburghpaintsco.com).



Warm Mahogany
PPG1060-7



PHOTOS (THIS AND PREVIOUS PAGE): COURTESY OF THE PITTSBURGH PAINTS COMPANY



WE NOTICED A RENEWED INTEREST IN SUITING AND CLASSIC SILHOUETTES ... AND THE GROWING INTEREST IN THE BROWN COLOR FAMILY."

— Andrea Magno,
Benjamin Moore

Silhouette



Silhouette
AF-655

A rich espresso hue with a touch of charcoal makes up **Benjamin Moore's** color of the year, **Silhouette**. This color embraces the latest warm, earthy brown trends and balances them with the cooler grays of our past. Inspired by the perfection displayed in classic suiting, Benjamin Moore added it's own modern spin.

"The connection between fashion and interiors has always been a source of inspiration, but this year in particular, we've noticed a renewed interest in suiting and classic silhouettes; the resurgence of timeless pieces; and the growing interest in the brown color family," said Andrea Magno, Director, Color Marketing & Design at Benjamin Moore. "Silhouette embodies these qualities

with its depth and luxurious blend of burnt umber and delicate charcoal undertones. Like a perfectly tailored suit, this hue has the versatility and softness to bring a space from expected to exceptional."

Benjamin Moore also announced its seven quintessential hues — Raindance 1572, Swiss Coffee OC-45, First Crush CSP 310, Batik AF-610, Narragansett Green HC-157, Southwest Pottery 048, and Sherwood Tan 1054 — to complement Silhouette and complete the Benjamin Moore Color Trends 2026 palette. Like the suits of inspiration, these colors were curated to promote a sense of attention to detail, craftsmanship, and refinement.

To learn more about the Benjamin Moore 2026 color of the year and color trends, visit [benjaminmoore.com](https://www.benjaminmoore.com).

Universal Khaki

Sherwin-Williams returned to tradition by announcing **Universal Khaki** as its COTY for 2026. In 2025, the company did not choose a color of the year but, instead, announced a collection of colors called the Color Capsule. No matter if it's a single color or an assorted flight of well-matched hues, the company continued the trend toward the natural and warm with this pick. Universal Khaki represents a simple, neutral color that gives a space endless possibilities.

This versatile, simple Universal Khaki has a rich history and a timeless appeal. "To me, khaki feels inherently sustainable," said Sue Wadden, Director of Color Marketing. "Whether it's through the use of recycled content in finishes or in biodegradable materials like mycelium, the color reflects a raw, organic sensibility. It feels honest, rooted in nature and material integrity."

Pros won't stop themselves at the COTY, though. Take time to plunge into the 2026 Colormix Forecast Anthology: Volume 2 — 52 curated colors by the Sherwin-Williams Trendsight team, expertly organized into foundational neutrals, restorative darks, sunbaked hues, and frosted tints.

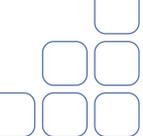


To learn more about the Sherwin-Williams color of the year and its Color Forecast Anthology: Volume 2, visit [sherwin-williams.com/en-us/color/color-of-the-year](https://www.sherwin-williams.com/en-us/color/color-of-the-year).

Universal Khaki
SW 6150



PHOTO: COURTESY OF THE SHERWIN-WILLIAMS COMPANY



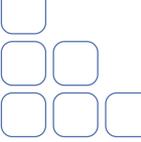
CPIA Leadership Conference Marks Fifth Year of Growth

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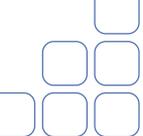
“When you swing your legs over the side of the bed in the morning, stop for a moment and think about the one thing you really want to accomplish that day,” keynote speaker Warren Rustand told attendees gathered beneath the backdrop of the Santa Catalina Mountains. “Regardless of what else happens, if you complete that thing, the day will have been a success.”

With that message, the Commercial Painting Industry Association opened its fifth annual Leadership Conference, held in October at the Loews Ventana Canyon Resort in Tucson. The event drew its largest crowd yet, with 97 CPIA member companies represented. Many members were accompanied by spouses or partners, reinforcing the organization's commitment to family, community, and shared industry values.

Inspiration in the Desert

For many attendees, the conference has become a highlight of their business calendar: a chance not only to learn, but to recharge, reconnect, and reflect. This year's setting — a desert landscape of towering saguaros, steep canyon walls, and vivid night skies — offered an atmosphere both energetic and contemplative. The resort's trails, waterfalls, and sweeping views became familiar meeting spots for members discussing market changes, workforce challenges, and new opportunities.





Golf, Pickleball, and Hand-Rolled Cigars

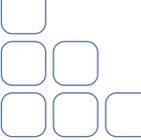
Programming began with optional early arrivals activities, including a golf outing under cloudless Arizona skies and a competitive pickleball tournament that drew both novices and experienced players. Friendly rivalry continued at the courts and clubhouse, where conversations quickly shifted into new friendships and relationships.

The conference formally opened Sunday evening with a reception and dinner sponsored by Benjamin Moore. The night featured hand-rolled cigars and lively conversation as members and their guests reconnected with familiar colleagues and welcomed first-time attendees.

Reflecting on Four Years of Progress

On Monday morning, CPIA Co-Founder and PPD Owner/President Aaron Moore kicked off the curriculum with a video compilation of photos from CPIA events over the last four years. The crowd responded with laughter, applause, and quiet moments of appreciation as images highlighted early gatherings, new partnerships, and friendships formed across the industry. For many, the montage served as evidence of the CPIA's rapid growth from a vision shared by a small group of commercial painters to a national organization reshaping expectations for leadership, professionalism, and collaboration.





A Curriculum by the Industry, for the Industry

The speaker lineup reflected the practical realities of running a commercial painting business, with presentations grounded in experience rather than theory. Craig Bell of Bell Decorating Group and Zack Cherry of Cherry Coatings delivered growth-focused talks that explored scaling responsibly, maintaining margin discipline, and navigating leadership transitions.

John Murphy of Dave Cole Decorators shared his transformative journey, “From Acquisition to Ownership,” offering lessons from the due-diligence process, cultural integration, and the responsibility of stewarding a long-standing company into its next chapter by leveraging EOS.

Chris Neeson of Inline Painting addressed “Soft Skills Training & Development,” a topic that resonated strongly amid ongoing labor market challenges. Neeson emphasized the importance of communication, mentorship, and leaning into the company’s culture.



CPIA Steps Up Program for Spouses and Partners Attending the Conference

The Fifth Annual CPIA Leadership Conference featured an enhanced Spouse and Significant Other Program, offering participants more ways than ever to connect, explore, and enjoy the event alongside delegates. In addition to attending any sessions that piqued their interest, these special guests enjoyed a guided hike along the scenic Sabino Canyon Trail, a visit to the Arizona-Sonora Desert Museum — one of Tucson’s most acclaimed attractions — and time to relax in private poolside cabanas reserved exclusively for them.

This year’s event marked the largest turnout yet for spouse and partner participation, with 33 individuals registered and attending.

“The CPIA will continue to plan special activities and outings for spouses and significant others at future events,” said CPIA Co-Founder Aaron Moore. “Their support in our individual business endeavors is mission-critical to our success. We’re committed to recognizing that by creating meaningful and memorable experiences specifically for them at our in-person events.”

Panels with Industry Pros

Three panel discussions brought together a cross-section of leaders who spoke candidly about what is working — and what still needs work — inside commercial painting companies today.

BACK OFFICE TECHNOLOGY PANEL

- Glenn Williamson, New Haven Painters
- Rick Williams, Williams Painting
- Bill Curtindale, Pro Paint Solutions
- John Busick, Kunst Painting
- Moderated by Annie Newton, ProfitWorks

Panelists how critically important technology is to running a successful business and is reshaping the customer experience.

FIELD MANAGEMENT PANEL

- Ben Scaturro, Alpine Painting
- Jason Fike, Service Contracting Solutions
- Bill Curtindale, Pro Paint Solutions
- Moderated by Burt Whitenight, Service Contracting Solutions

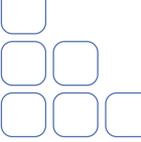
Discussion centered on supervision standards, safety culture, scheduling, quality control, and leadership development.

BUSINESS DEVELOPMENT PANEL

- Kevin Robbins, AK Painting
- Brian Jurgens, W.T. Kenney
- Liz Perez-Lavin, Service Contracting Solutions
- Moderated by CPIA Executive Director Mike Stanley

The panel highlighted building long-term client relationships, diversification strategies, market conditions, and navigating competitive bid environments. In total, 18 commercial painting contractors either presented or participated in panels, underscoring CPIA's philosophy that the most valuable expertise comes directly from those doing the work.





Competition, Camaraderie, and Prizes

Pittsburgh Paints Company sponsored Monday's Casino Night, where attendees played craps, blackjack, roulette, and poker for prizes. The room filled with cheers, groans, and strategy advice as participants worked to build their chip stacks to win one of the many prizes on offer.

Cowboy Night and a Retirement Tribute

The closing celebration, "Cowboy Night," was sponsored by Sherwin-Williams and featured custom cowboy hat decorating, western-themed games, and a photo booth that proved popular throughout the evening.

The event also served as a farewell tribute to Jeff Winter of Sherwin-Williams, a longtime partner and advocate for CPIA, who is retiring. Members honored Jeff by acknowledging his years of support and industry leadership (*see story, p. 14*).



Looking Ahead

As the final morning sunrise lit the Catalinas, conversations over breakfast were already aimed at plans for next year's conference, (Sept. 27-30, Nashville, Tenn.), exploring:

- New technology,
- A changing economy,
- The talent pipeline, and
- Bigger ideas and bolder goals.

Rustand's opening challenge — to define one meaningful accomplishment each day — lingered with attendees as they departed. For many, that accomplishment had already been met: strengthening the future of the commercial painting industry together.



Cultivating a Culture

TEAM-BUILDING INVESTMENTS THAT PACK A PUNCH

Successful businesses aren't built in a vacuum. When the right people work well together and have access to the right resources, they can more efficiently reach a shared vision (while simultaneously having more fun).

"In the end, it's the well-oiled machine that's going to win," said Mark Schulz, Owner/Estimator at Paint Applicators in Atlanta, Georgia.

Schulz said he believes that one of the big drivers behind building that well-oiled machine is creating a culture that fosters trust and communication. "The culture of Paint Applicators is built on relationships and camaraderie. And culture matters."

That statement isn't just a platitude. The team regularly embarks on shared adventures, such as

camping, boating, and dirt biking.

"We tend to be a little on the get-out-there-and-get-dirty side," said Schulz.

Recently, the company decided to add some professional development to their regularly scheduled staff development and flew eight team members and five spouses to Tucson, Arizona, for the CPIA Leadership Conference in October. The trip included a pre-conference weekend of team-building, adventure, and a little R&R.

The idea began taking shape after Billy Clark, Director of Accounting & Administration and an executive member of the CPIA, joined an association peer group and attended his first Leadership Conference in 2024.

"What the CPIA gives as far as educational content and networking opportunities is a great thing, and that's why I approached Mark about joining me at the conference [this year]," said Clark.



Before opening Paint Applicators, Schulz was an estimator for another painting company and experienced firsthand the value employees receive from attending industry events. "It was so informative to me to get around other people who were doing exactly what I was doing," said Schulz. "I remember meeting sales guys who were doing far beyond what I ever thought I would do, and it just changed my perspective. It helped me grow." Given that experience, he knew that events like this could be the perfect next step to supporting the team's growth.

A Weekend of Fun

The team flew out the Friday before the event so they could spend the weekend riding side-by-sides through the desert, and enjoy meals, hiking and time at the hotel pool together. On Sunday they had a company meeting to discuss high-level initiatives and vision-casting.

They also took the opportunity to promote Charlie Azbell, a team member who had progressed from apprentice to painter to estimator.

Peer Networking and Professional Development

Once the conference began, a host of educational presentations, networking activities with other painting companies, and access to new products and services offered team members a glimpse outside the bubble of their own company and daily duties.

Azbell, Austin Pearson, and Tony Selby—all estimators and project managers—each noted the benefits of talking with members and owners of other painting companies. "Everyone is up against similar battles, and we have similar goals," said Pearson, who has been with Paint Applicators for just over a year.

Azbell enjoyed the opportunity to learn how other companies approach their operations and estimates. "It was reassuring

to see that, in a lot of instances, we approach them the same way, but I also got to learn some new tricks that will apply to our company."

Selby just started with the company a few months ago and, after many years in the painting industry, knew about the conference and had always hoped to go. "It was great to see how the bigger companies were structured and where we were on the same track."

The Director of Marketing and Business Development, Abigail Mullis, relished the chance to talk with others who have similar roles. "I loved learning about verticals they were in and what they were chasing," said Mullis. And for those companies that were older or further along the growth curve, she

Facing page, from top: Paint Applicators invested in team building with a trip to the CPIA Leadership Conference in Tucson, where participants took part in a host of activities, including a Wild West networking party, sponsored by Sherwin-Williams. Below: The team enjoyed a weekend hike before the conference.





Spouses joined the Paint Applicators team at the conference. Shown are (left to right) Charlie Azbell, Estimator/PM; Trey Selby, Estimator/PM; Austin Pearson, Estimator/PM; Haley Pearson; Joe Babrick, Director of Operations; Hannah Babrick; Ann Clark; Billy Clark, Director of Accounting & Administration; Abigail Mullis, Director of Business Development; Summer Schulz; Mark Schulz, Owner/Estimator; Sarah Babrick; Tim Babrick, Estimator/PM.

never missed a chance to ask what advice they had for her. "My favorite question was, 'If you could have talked to yourself 10 years ago, what would you tell yourself?'"

In addition to peer networking, a host of educational sessions informed the team about commercial painting industry trends, services, technologies, and leadership.

"We've referenced the two keynote sessions a lot post-conference as a team," said Mullis, referring to Warren Rustand's session on honing leadership skills when things get tough, and Matthew Goerke's session on strengthening recall, sharpening focus, and building productivity.

Vision for the Future

Key trends shaping the future of the painting industry was also a popular topic among the team. "I think a lot of my role is looking out years in advance, kind of understanding the market and seeing the trends that are coming," said Mullis.

Clark added, "They talked about how private equity is basically affecting our industry now. I think those are things we all need to be aware of."

For Schulz, he got a little something extra out of the conference beyond the peer networking and sessions. It was the entire team having a collective view of companies that are 12-36 months ahead of them, painting a picture of what the vision could look like. "Now we're more on the same page about some of the things that we're after because we all saw the same thing," he said.

After the conference, the team was surveyed on the impact of who they met and what they saw. The responses indicated new ideas, renewed excitement, and sharpened focus after seeing some of their goals in action.

"I think CPIA is the biggest thing that we've done so far that I would like to repeat to continue to build the staff culture," said Schulz. "It's expensive, but it's the investment in the culture that makes it worth it."

Pittsburgh Paints Co. Goes Back to the Future

A NEW JOURNEY FOR A HISTORIC BRAND

In December 2024, American Industrial Partners bought PPG's US and Canadian architectural paints business, renaming it The Pittsburgh Paints Company and embarking on a journey of aggressive transformation.

In February 2025, Brian Carson was announced as its Chief Executive Officer. With 35 years in the flooring industry, Carson brings deep love for North American manufacturing and leading rapidly rising businesses. He sat down with the CPIA's Emily Howard to talk about the company's history, upgrades in the customer experience, and what we can expect from Pittsburgh Paints in 2026 and beyond.

Emily Howard: Tell me about your experience in the building products industry and how you came to be at Pittsburgh Paints.

Brian Carson: After college, I took a job in a plant with Armstrong World Industries, a very large wood and vinyl flooring company. Eventually, I ran the plant, grew into operations, and later ran Armstrong's North American operations. In 2006, I moved to Atlanta to lead Mohawk's North American business.

In 2018, American Industrial Partners — the same investors who bought Pittsburgh Paints — bought Bruce Hardwood, and I came back to Lancaster to run it. We got the business profitable, grew, and acquired additional companies. I stayed with the business after American Industrial Partners sold it.

Then American Industrial Partners bought Pittsburgh Paints with its rich history and quintessential North American brands. If you think about both the United States and

Canada, these countries were literally built on the paints and coatings that we provided.

This was a great opportunity to build and grow a great North American company. It's something that I have a lot of passion for doing, and we're backed by wonderful partners in American Industrial Partners. It was a perfect match. I've been here nine months now, and we're off to the races.

EH: It's a big transition. What's the experience from the inside been like?

BC: First, the team is working fantastically hard. It's a group that hustles and a group that's having a lot of success. We're ahead of schedule in our turnaround, even though the markets this year haven't done anybody any favors. So we're making our success happen in the market for sure.

The company was intertwined with the larger PPG, which means literally hundreds of information systems have to be separated, as well as some of the manufacturing. From an IT standpoint, the companies will be completely standalone in the first quarter. We're well ahead of schedule on that.

In addition, the rebranding is an enormous lift; plus, we have a best-in-industry new product that's hitting the market.

There's been a lot of investment to do all of that. Overall, we're talking about investing over a hundred million dollars in this business over the first 12 months. So we're improving the business and investing — right out of the chute — in new products, new marketing, and new information systems to operate as a uniquely focused North American paints and coatings business. It's a lot of work, and I'm very proud of the team.



Brian Carson, CEO, Pittsburgh Paints Co.



WE'RE TALKING ABOUT INVESTING OVER A HUNDRED MILLION DOLLARS IN THIS BUSINESS OVER THE FIRST 12 MONTHS.

— Brian Carson, CEO, Pittsburgh Paints Co.

EH: What is this new best-in-industry product?

BC: It's Pittsburgh Paints Anti-Scuff that goes on like butter, and it's bulletproof on the scuff resistance — we've taken that product technology to another level. It is excellent for hospitals and those areas where walls get banged up. But it's also merchandised and priced to be attainable for active families. You can literally take a hockey puck and run it on the wall and not leave a mark. That's going to be a big deal for us.

EH: You talked about IT changes. Should contractors expect any changes in their customer experience?

BC: When you go into the store or to one of our dealers, those changes are invisible. You come in, and you order the same way. What customers will notice is increased visibility into inventory, the location of materials, and lead times. We have decided to deploy more inventory in our distribution centers and in our stores.

We have made a multi-million-dollar investment to not only improve our supply chain, but to actually put more inventory out into the channel closer to the customers and where the business is transacted. What contractors will actually see is more off-the-shelf and a faster time to service. If it is backordered, there will be a much clearer line of sight for when you will get it.

EH: You referenced that the market hasn't done anyone any favors this year. What's your assessment of the painting market in 2025, and how does that inform your strategy for 2026?

BC: Markets go up, and markets go down. Right now, we've probably been in about a three-year soft spot, which is true of paint, flooring, and all the building products. But eventually the market's going to improve out there.

I've been in the building products industry for a long time, and it's cyclical. You get a couple of good years that are above the mean, then you get a couple of years that are below the mean. Those down cycles are typically 18 months, but this down cycle has been closer to three years.

Some of that's due to consumer confidence; some of that's higher interest rates, but I think the interest rates are going to continue to come down as we move through 2026. The uncertainty of the tariffs and all that other stuff will fall behind us.

Also, the population of the United States and of Canada has grown over the last three years, and the housing hasn't gotten any younger. Home equity has doubled over the last 10 years. So why aren't people spending if they have the equity? It's because they're uncertain.

As people feel more confident about the general direction of the economy and the financing costs come down, I think we're going to see a multi-year growth cycle in the back half of 2026. This is why we're making investments — because we want to be there for the contractors as the market turns.

We want to make our customers, contractors, dealers, and pros more successful with Pittsburgh Paints. How do we do that? We make a better product, a superior color match, and service them more reliably.

There's a lot that goes into it, but we've really sharpened the focus on how we make our channel partners more profitable and more successful with us. In doing so, we make ourselves stickier to them, and then they pull us along for the ride.

EH: About five years ago, PPG introduced PPG Services, which included painting. Some contractors saw it as a supplier turning into a competitor. The program was eventually discontinued, but is that something that you still hear from contractors? Are there any relationships that need to be mended?

BC: No, largely that's water under the bridge. I am very conscious that our partners — channel partners, dealers, contractors — are in the business of paint, just like we are. But we are in different parts of the business, and Pittsburgh Paints is focused on manufacturing paints and coatings, providing paints and coatings, and innovating paints and coatings. They're excellent at what they do, and we're excellent at what we do. We are not looking to get into application.

EH: How does being owned by private equity shape your growth strategy?

I THINK WE'RE GOING TO SEE A MULTI-YEAR GROWTH CYCLE IN THE BACK HALF OF 2026. THIS IS WHY WE'RE MAKING INVESTMENTS — BECAUSE WE WANT TO BE THERE FOR THE CONTRACTORS AS THE MARKET TURNS."

— Brian Carson, CEO, Pittsburgh Paints Co.



PITTSBURGH PAINTS

Pittsburgh Paints' new logo (above) includes a modified version of the company's 1950's-era "drippy P" graphic. Products like the company's Anti-Scuff paint (left) are being introduced to expand the brand.

BC: We're owned by private equity; others could be owned by public equity. My experience, after having been on both sides, is that, if you're backed with the *right* private equity firm — and we are — you can take the longer view on things, because you're not quarter to quarter. You're investing for the long haul. We're making investments in the business right now that we couldn't make if we were in the public environment, because the payback is too long.

American Industrial Partners and I came here to grow this business. I've got a great affinity for North American manufacturing; that's where I grew up. These are wonderful brands that these countries were built on, and I spent my career in and around them. I think about this 150-year-old company and these brands, and for me to come here, I was going to grow it and invest in it.

That was American Industrial Partners' view of the investment as well. Take a longer view of the investment and build this back, and so it's really been a hand-in-glove fit.

Our private equity partner, American Industrial Partners, is a blessing for us. We're able to do things, make more strategic investments, build something more enduring, which is what I really want to leave behind when I eventually retire.

EH: Looking ahead, what can contractors expect from Pittsburgh Paints in 2026?

BC: You'll see a lot of marketing energy bringing back the Pittsburgh Paints brand in a much bigger way. The master brand, PPG, is transitioning to Pittsburgh Paints, and we're excited about that. Money will be spent to draw attention to our brands and not just Pittsburgh Paints. We'll be beating the pots and pans, getting the scuff-resistant paint out there.

We've also got an innovation in our exterior stains that is hitting the market. The challenge with staining decks is that it can't rain for four hours after the stain is applied. We've just brought innovation to the market that's going to be two-hour rain ready.

We're also investing heavily in sales training and product knowledge. We have thousands of folks out there who have sold paint their entire career — but not *everybody* has. We've tripled down this past year on sales force training and product knowledge training for both our store managers and our field sales reps. We know they are that unique point of knowledge for the contractors to tap into.

So what *aren't* we doing in 2026?

Paint Recycling Made Easy

A Q&A WITH PAINTCARE

PaintCare is the nonprofit organization that plans and operates paint stewardship programs across the United States. In 15 years of operation, PaintCare has collected an estimated 84 million gallons of paint for recycling. The organization currently operates programs in 11 states and jurisdictions, including California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, New York, Oregon, Rhode Island, Vermont, and Washington. Additional programs are planned for Illinois and Maryland. In these locations, paint recycling is made easier for individuals, businesses, and painting contractors.

1 Why should painting contractors recycle paint?

Approximately 800 million gallons of architectural paint are sold in the U.S. each year, and it is estimated that as much as 10% of that paint goes unused. Most of the unused paint is taken to household hazardous waste (HHW) facilities or placed in garbage collection, ending up in landfills. Paint disposal is costly to local governments and prematurely ends the lifecycle of the product. Painting contractors can help extend the lifecycle of paint by recycling their paint with PaintCare.



APPROXIMATELY 800 MILLION GALLONS OF ARCHITECTURAL PAINT ARE SOLD IN THE U.S. EACH YEAR, AND AN ESTIMATED 10% OF IT GOES UNUSED.

2 How does recycling paint help a painting contractor's business?

PaintCare offers a convenient way for painting contractors to properly dispose of leftover paint. The program helps save time and resources while keeping paint out of the waste stream. PaintCare also helps contractors create more storage space by providing easy solutions for getting rid of leftover paint.

3 Is paint recycling convenient for painting contractors?

Yes! PaintCare provides multiple ways for individuals and businesses in PaintCare states to recycle their leftover paint. Painting contractors can drop off paint at one of more than 2,500 drop-off sites across all PaintCare states. Find the nearest one by visiting PaintCare's online drop-off site locator at paintcare.org.

Painting contractors are also encouraged to use PaintCare's free large-volume pickup (LVP) service. The LVP service is available in all PaintCare states to those with more than 100 gallons of eligible paint products — measured by container size, not liquid volume. To schedule an LVP, visit the PaintCare website.

4 How do painting contractors participate in the program funding?

The program is funded by a PaintCare fee, which is applied to the purchase price of each container of new paint sold in the state. The fee is paid to PaintCare by paint manufacturers in the state and is added to the wholesale and retail purchase price of paint, ensuring a level playing field.

The PaintCare fee funds all aspects of the paint stewardship program. This includes paint collection, transportation, recycling, public outreach, and program administration, as well as management of “legacy” paint — material that has been accumulating in homes and businesses since before the program began.

When estimating paint products for jobs, contractors should check with suppliers to make sure their quotes include the PaintCare fee. To recoup the fee, PaintCare suggests that contractors pass the cost to customers, informing them that quotes include a fee that funds a statewide paint recycling program.



THE PROGRAM HELPS SAVE TIME AND RESOURCES WHILE KEEPING PAINT OUT OF THE WASTE STREAM.

5 What options are there for contractors not in a PaintCare state?

Individuals and businesses located in non-PaintCare states can manage their leftover paint by bringing it to a household hazardous waste (HHW) facility. Our site locator lists local HHW programs and events. Contractors who can't find a convenient option on the site locator can contact their local government waste authority.

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Welcome to Our Newest Members

Introducing Members who recently joined the CPIA. Information is obtained from members and/or member web and social media sites, edited for length.

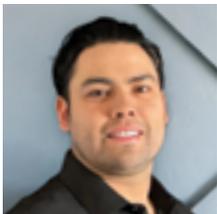


LEE ARMSTRONG

President & CEO, Sparkle Painting, Lorton/Ashland, Va., sparklepainting.com

As President of Sparkle Painting, Lee has focused on building strong teams, long-term client relationships, and intentionally expanding the company into new verticals and specialty capabilities to better support large scale and mission critical projects. **About the Company:** The company opened

its doors in 1979. Today, it has grown into a leading commercial coatings firm in the Mid-Atlantic. Serving the region with painting, wallcovering, concrete polishing, epoxy floors, concrete sealers and joint sealants, the team prides itself on its goal to always exceed customers' expectations.



DANIEL LUJAN

President, Marigold Drywall & Painting, Inc, Laveen, Ariz., marigoldpainters.com

I founded Marigold Drywall & Painting, Inc. to bring professionalism, reliability, and craftsmanship to commercial construction and remodeling projects. While the company continues to serve select residential clients, my focus is on building strong partnerships with commercial builders, property managers, general

contractors, and facility directors who demand high-quality work and consistent results. **About the Company:** We offer commercial interior and exterior painting, drywall installation and finishing, texture and surface prep, power washing and maintenance coatings, and small- to mid-sized tenant improvements.



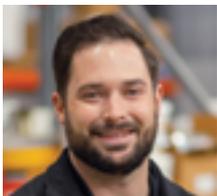
LEE MATTILA

Managing Partner, All-State Painting, LLC, Hanover, Minn., allstatepaintingmn.com

All-State Painting, LLC was founded by its owners, Lee and Dean Mattila in March of 2014. Lee has 15+ years of sales, estimating, and management experience in the construction industry.

About the Company: All-State Painting, LLC is dedicated to providing professional builders and

general contractors with the highest quality painting labor for any project in any price range. Through many years of industry experience, we have gained deep product knowledge of painting/finishing, wall covering, high performance coating, and metal roof restoration.

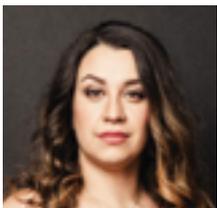


COLE MCCORD

President, McCord Contractors, Greenville, N.C., mccordcontractors.com

Cole McCord is a second-generation contractor, taking the reins of McCord Contractors in 2012. **About the Company:** Founded in 1987 by Charles McCord, the company was built on the values of quality,

integrity and service. Today, they've grown into a commercial and industrial contractor specializing in painting, epoxy flooring and concrete polishing across North Carolina.



ASHLEY ORTIZ

President, Bella Vista Painting & Drywall LLC, Vancouver, Wash., and Portland, Ore., bellavistanw.com

About the Company: Bella Vista Painting & Drywall LLC has always operated under strong values aimed at exceeding client needs. Our communication channels are always open — our relationship with

our clients begins on the first day of contact, and only ends once they're fully satisfied with our work. When you hire our services, you can count on us for the results you want and need.



JUAN RETANA, SR.

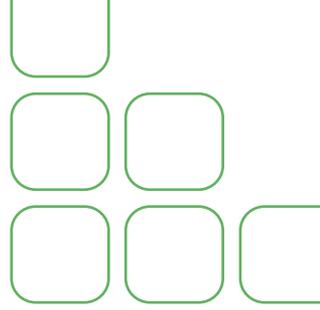
President, Retana Painting & Wallcoverings LLC, Frederick, Md., retanapwc.com

About the Company: We are a family-owned business based out of Frederick, Maryland. We offer professional residential and commercial

painting and wallcovering for new construction and turnover projects throughout the Washington Metropolitan area.



The Commercial Painting Industry Association is grateful for the ongoing participation of its Industry Partners — leading manufacturers, suppliers, service providers and educators who believe in the value of the CPIA to the commercial painting community worldwide. With the support of these partners, the association is able to provide the essential events, meetings, networking, and educational opportunities that enrich our members and their businesses.



CPIA INDUSTRY PARTNERS



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SHERWIN-WILLIAMS®

sherwin-williams.com



Principal Partner
PITTSBURGH PAINTS

pittsburghpaintsco.com

Founding Industry Partner



Benjamin Moore®

benjaminmoore.com

Platinum-Level Industry Partner



GRACO

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Gold-Level Industry Partner



woosterbrush.com

Silver-Level Industry Partners



basecoatmarketing.com



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paintcare.org

INFLUENCER-LEVEL
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Influencer-Level Industry Partners



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Inventor of
the Angle
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2020

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2022

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