

a free My Show planner under the Show Info tab. Scour the list of exhibitors and add the ones you are interested in to the show planner. Give yourself ample time to commute back and forth. It is advisable to schedule appointments at least an hour apart.



**James Apap Bologna, VP corporate marketing and communications, Intertape Polymer Group, booth #3734**

It's important to remember that some of the most innovative product ideas come from companies that are willing to take chances. These are usually small, nimble companies that create products that are intuitive in nature. When I attend trade shows, I check out what the big players are doing, but I also find out where the niche products exist that are most applicable to my industry.

It's also important to keep an open mind about the many application possibilities of products, not just the ones suggested by the manufacturer. It might also be a good idea to check out the evolution in green products happening in the painting industry. This movement is driving wholesale changes that will make a big difference in how products are manufactured.

**Charlie Reaves, vice president, Trimaco, booth #4734**

If you have a list of exhibitors ahead of time, decide on the companies/booths that you know you want to see and figure out where they are in relation to each other. In most cases they will be part of the same industry group and this should cut down on the geography that you'll have to cover. Don't be afraid to stop by other interesting booths along the way.

The main focus at these shows will be to "meet and greet" and obtain company and product information. If you are still interested after that, set up some one-on-one time at the show or schedule a follow up for when you get back home to discuss specific topics.



**3M, booth #5924**

Make a short list of the manufacturers who consistently deliver new products for your store. Make sure to hit their booths, as that's your best bet for learning about the really new stuff....and it's also likely to be what everyone is buzzing about.

So a couple companies missed our March deadline and asked if they could have their booth highlights featured in the current issue. "Absolutely not!" we shouted, but then we realized it was April 1. Here are a couple updates, and some folks catching the second wave.



**Wilco Molding, booth #5037**

St. Louis isn't a big stomping ground when it comes to sundry manufacturers, but Wilco Molding, just up the road from us, came to visit

with the Brush Vest, a new type of paint brush saver. So, we says to them, y'all need to get to the NHS and show this off! "Does your brush cover get swept away to the trash, blown away by the wind, or just simply wear down to a useless piece of tattered cardboard?" pitches the company's Gary Gutterman. "Are you wasting valuable time trying to wrap it in foil or plastic wrap? The Brush Vest is a hard plastic protective brush cover that will end all of that. When you want to protect your most valuable tools, store them safely in the Brush Vest! Currently available in 2½", 3", 4" sizes, with 2" just around the corner." Products can be customized for color and logo.

**Intertape, booth #3734**

Intertape Polymer Group will introduce a new painter's tape called Bloc-It. Designed to prevent paint "bleeding," one of the most common problems with painter's tape, Bloc-it is specially treated to repel paint and prevent bleed through, resulting in a clean, smooth paint line when the tape is removed. The tape has UV resistance for performance up to 14 days of direct sunlight and much longer when used indoors. It also features specialty fine crepe paper backing that conforms easily around difficult areas such as light switches, moldings, window sashes, and door frames.



**Krud Kutter, booth #5334**

Krud Kutter, the brand manufactured by Supreme Chemicals of Georgia, will be introducing Heavy Duty Cleaner & Disinfectant. "As with our existing earth friendly products, Heavy Duty Cleaner & Disinfectant is fast-acting and easy to use while at the same time exhibiting virtually no smell," they say. Kills 99.9% of bacteria, viruses and germs without the use of bleach.