

TRIARCH TRIBUNE

Triarch
Fine Architectural Finishes

November 2007

Easy To Sell!

EXPRESS PROGRAM – Part of the challenge in explaining Triarch materials has always been the broad range of design options. What with all the color choices and textural options, the choices become overwhelming. A second challenge can be the lead time involved in getting a sample made.

Triarch is pleased to announce the EXPRESS program. EXPRESS captures 185 Duroplex® texture & color combinations and catalogs them by texture, moving from smooth to light to medium textures. Additionally it adds the new DDM2 line to the EXPRESS program.

The Express Sample Program – Rapid Design Support

- Defined palette of colors & finishes
- Samples in 6" x 6" within 2-3 business days

The Custom Sample Program – Design Without Limits

- Expanded palette of colors & finishes that includes 80 standard colors with approximately 30 texture options
- Color cross matches to major paint manufacturers fan decks
- Larger sample generation

- Samples typically supplied within 7-9 business days
- Idea generators: Texture brochure & E-Studio

All samples, except for Spatula Stuhhi and PRIZMS™, are being converted over to a slightly smaller, cleaner, more professional looking format. See enclosed new sample format with this Tribune.



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Web site documents updated

Our website has been updated with all new documentation, approximately 75 documents. You should only use current documentation. Please replace any document you are currently using with the most current information on Triarch products.

A RETROSPECTIVE

Enclosed with this newsletter is a DVD that contains a retrospective of projects and the people that make Triarch happen on a daily basis. See more details on page 03 Please enjoy. We look forward to including your projects and people on a future DVD.

NEW PRODUCT INTRODUCTIONS

PRIZMS™

Something beautiful, something elegant, something unique. Prizms is a new wall finish system from Triarch that provides a glamorous, sophisticated appearance to any wall. PRIZMS incorporates tiny glass



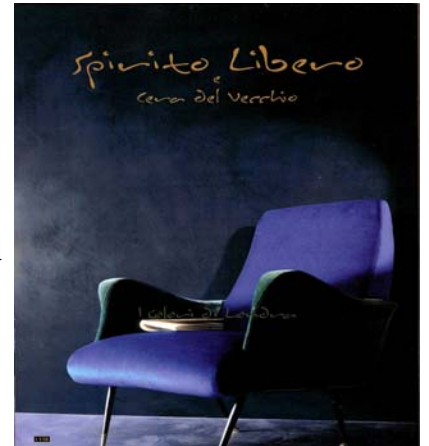
spheres in a special resin (G-Coat™) that is trowel applied over a Metaltex™ base. (See PRIZMS insert)

DDM2

DDM was a good seller, but DDM2 adds additional punch by ramping up the metallic effect. Applied and priced the same as DDM, DDM2 is bolder, prettier and more creative. Both DDM & DDM2 are available so please be careful to specify the correct material.

SPIRITO LIBERO™

(Free Spirit) an integrally pigmented, lime plaster that imparts a rustic, old world charm. Installed with primer + one coat, Spirito Libero is quick and easy, providing a troweled plaster appearance at a moderate installed cost. (Not sold as Venetian Plaster)



DDM2 Wet Wall Presentation

BUSINESS MEETING

BUSINESS MEETING

Over 50 people from a cross section of sales reps, distributors and customers attended the recent Triarch business meeting in Rhode Island in mid September. At the meeting new presentation tools



Conference Room Presentations

were introduced {EXPRESS PROGRAM} along with an expanded product line: PRIZMS, DDM2, & Spirito Libero.

Triarch Increases International & Domestic Presence

TRIARCH UK sprung to life in September, by presenting at the 100% Design Trade Fair at Earl's Court London. Well over 400 architects and designers visited the Triarch UK trade stand; all eagerly embraced the local availability of Triarch products in the UK market. Granite®, DDM2 and Spatula Stuhhi appeared to be the local favorites.



Steven Underwood of Triarch UK explaining Granite to designers @ 100 % Design

TRIARCH^{UK}
FINE ARCHITECTURAL FINISHES



Triarch UK Managing Director Mike Berry & Stefanos Kabarakis of Interkas (Athens, GR.QA)

Expansion in Montana and South Texas



TRIARCH is pleased to announce the appointment of TEXTERiors as the exclusive distributor of TRIARCH materials in the Montana marketplace. In addition to showroom capabilities, TEXTERiors will maintain a local stock of Triarch products supported by in-store tinting. See showroom picture insert.



Speculas Building Innovations joins the Triarch family with 4 distribution locations in Pharr, Brownsville, Port Isabel and South Padre Island, Texas.



Luen Yick Tai Construction Hong Kong & Macao



Director is Mr. Albert Tsang.

Triarch is pleased to announce product distribution & installation in Hong Kong and Macao. The Managing

Computer DVD—not residential DVD

The enclosed DVD is specially formatted for a computer DVD drive as opposed to a home DVD Player. On the DVD, there are 2 different files, a DVD file and large PowerPoint file. The DVD file ought to “auto play” off your Windows Media program, although you may need to point and click. On the PowerPoint file, it is best to download the PowerPoint file to

your hard drive for optimum performance. Otherwise on my machine it took about 1 1/2 minutes to open the PowerPoint file the first time. Both tend to play well at louder music volumes.

Even though I am involved with TRIARCH every day, after watching the videos I have to wonder how can anyone else can compete against us? -BRW



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HONORABLE MENTIONS

Project	Location	Installer
Marriott Sawgrass	Jacksonville	East Coast Remodeling
Tournament Players Club	Jacksonville	Kinsey Contracting
Long Center	Austin	Alpha Painting
Tesoro Country Club	Stuart, FL	Advanced Painting
Paragon Casino	Marksville, LA	Precision Paint & Drywall
KU Medical Center	Kansas City	Jackson Painting
Phoenix Civic Center	Phoenix	ColorCor Painting
US Army Schofield Barracks	Hawaii	Hirota Painting Company
Disney Animal Kingdom	Orlando	Commercial Coatings
Cherokee Country Club	Knoxville	T.E. Roberts Commercial
Parsons High School	Parsons, KS	Koehn Painting
San Juan Marriott Resort & Casino	San Juan, PR	Caribbean Coatings Systems
Marriott Harbor Beach Rst	Ft. Lauderdale	Pro-Max
Holy Cross Hospital	Miami	John Wayne Construction
Marine Corp Air Station	Beaufort, SC.	Providence Painting
Hyatt Regency Miami	Miami	East Coast Remodeling
University of Regina	Saskatchewan	Winroc Corp
Hampton Inn	Sterling, VA	Metro Painters
Hard Rock Hotel	San Diego	Unique Concepts

Trade Show Support////////Winter is Approaching////////Customer Service

(next 6 months)

PACE (PDCA) Paint & Decorating Contractors of America

Los Angeles January 27-30, 2008

Hilton Owners Focus Show

Dallas May 5-7, 2008

HD Trade Show

Las Vegas May 15-17, 2008

Neocon

Chicago June 9-11, 2008

In most part of the country, winter seems to be taking it's time this year, but it will get here. The colder temperatures present additional challenges when mobilizing for a project. Please visit the Triarch website for product specific shipping and storage data. In general:

- Water based coatings need to be freeze protected. Cold temperatures extend transportation, application and curing times.
- Transportation: As you know we are now shipping from 4 locations. If the "ship from point" or the transit route might involve freezing temperatures, ask for freeze protection on your shipment.
- Application and curing: All Triarch products should be installed at 60°F, or above. Failure to do will cause the product not to achieve maximum hardness and could void the warranty.

Customer Service

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