



Since its founding over 40 years ago, Anvil Paints & Coatings has grown to become one of the nation's premiere manufacturers of specialty paints and coatings for the professional painting contractor and the Do-it-Yourselfer. During this time, Anvil has steadily expanded its technological expertise, professional staff, operational capacity, product line depth and customer base, and built a solid reputation for the highest level of quality, innovation and customer service. The company is particularly proud of its 100% in full and on-time delivery and its team of professionals who maintain this record.

Today Anvil manufactures more than 65 different products in 320 SKU's that protect and beautify vertical and horizontal concrete and masonry surfaces. Anvil's product line includes waterproofing sealers and coatings, roof coatings, Venetian plaster as well as a complete line of interior texture products, dry wall refinishing coatings and primers.

Among the customers we are proud to serve are Independent Paint Retailers, ICI Paints North America, the Sherwin Williams Company, Regional Paint Store Chains, and National Hardware Co-Ops. Additionally Anvil supports a select group of full-line paint and paint sundries distributors who serve the manufactured home, roofing supply, export and paint dealer market channels.

### ***Company History***

When Tom Healey and Marvin Braaksma decided to team up in 1967 to form Anvil Paints & Coatings, they initially concentrated on manufacturing coatings for the tile roofs so popular in Florida. By 1972 two additional buildings were needed to meet the increased demand for Anvil coatings.

Sales continued to grow as Tom and Marvin steadily expanded Anvil's product line, including roof coatings developed for the Manufactured Housing Industry, and its market area. Sales grew along with these new products and soon Anvil Paints & Coatings had become a well known and respected company serving a rapidly expanding customer base. In 1979 a fourth manufacturing facility was added. Because of Anvil's unique ability to develop innovative products and solutions that fit their customers' needs, the company continued to expand.

The 1980's saw further growth into the retail segment of the industry as Anvil continued to introduce new products to the marketplace. During the 1990's, plant expansion continued and an additional warehouse was built to support the new lines of product offerings. A top notch professional management team was assembled to coordinate technical, manufacturing and marketing expertise needed for the company to reach its next level of growth.

Today the company occupies more than 55,000 square feet on five acres. It produces more than 65 unique and innovative products to protect and beautify commercial and residential properties. These products are distributed nationally to a diverse customer base reaching contractors and homeowners.



## ***Products***

Anvil's products include concrete stains, single part epoxy coatings, clear sealers for horizontal and vertical services, and textured wall systems. For textured wall systems, Anvil's single product, two-coat system called Ultra Tex is a favorite interior finish of architects for new construction and renovation in the Hospitality Industry. Anvil products have proven to be ideal for commercial projects such as hotels, apartments, restaurants and office buildings.

Anvil's latest products incorporate modern coating technology, making them easy to apply as well as extremely durable. The new line of decorative concrete coatings includes bonding enhancing primers, solids and semi-transparent stains and sealers that provide countless decorative options in addition to increased protection from weather, chemicals and routine wear. These products have been developed to enable the contractor to offer a larger variety of design options. With these current product innovations, the painting contractor can bring unlimited textures, colors and faux finishes to their projects, (when in the past some of these techniques were time and cost prohibitive).

The newest product from Anvil is a professional Venetian plaster. Anvil's Venetian plaster contains ground marble that replicates the beauty and depth of polished marble. It allows contractors to duplicate the elegant appearance of traditional Venetian plaster at a fraction of the cost, training and application time other products require. Now high-end jobs that once seemed labor intensive and cost prohibitive are now available with this versatile product.

**Anvil's complete line of products is divided into the following categories:**

Decorative Floor Coatings

Clear Sealers

Textured Wall Coatings

Roof Coatings

Primers

Drywall Finishing

Vertical Concrete Stains

Waterproofing Sealers and Paints

Architectural Coatings (interior/exterior paints)



## ***ANVIL SENIOR MANAGEMENT TEAM***

### ***Marvin F. Braaksma-Chairman of the Board***

Mr. Braaksma serves as the founding partner of Anvil Paints and Coatings, Inc. and directs the company from his position as Chairman of the Board of Directors. Mr. Braaksma's entrepreneurial and paint formulation skills formed the foundation for the 41 years of continual growth of the company. Mr. Braaksma helped to develop the company's reputation for quality and service over his long and distinguished career. He was instrumental in building the current management team which is charged with carrying out the mission statement of the company.

### ***Clyde (Chuck) Garver - President***

Mr. Garver is President of Anvil Paints & Coatings, as well as a partner in the company and a member of the board of directors. He is in charge of technical development, manufacturing and directs the general operations of the company.

Since joining Anvil as Technical Director, Mr. Garver has worked closely with the expansion of its product line and improvements in its manufacturing processes. His entrepreneurial skills have contributed to the continued growth of the company, and his leadership skills were instrumental in building Anvil's reputation as an innovative and quality-driven company.

An innovative manager and chemist with a diverse background, he began his career in the paint industry at the Mary Carter Paint Company in the Quality Control Division where he quickly rose in rank and responsibility. Mr. Garver then proceeded to the Harris/Devoe Paint Company and became the Lead Chemist. He then strengthened his entrepreneurial skills with increased management responsibilities at PHK Paint and Horizon Chemicals in Florida. Mr. Garver is a graduate of the University of Tampa, with a BS degree in Biology and Chemistry. He has served as past president of the Southern Society of Coating Technology.



### ***Glenn R. Roth - Executive Vice President***

Mr. Roth is Executive Vice President of Anvil Paints & Coatings, as well as a partner in the company and member of the board of directors. He is in charge of the development and implementation of the sales, marketing and merchandising strategies for the company.

Since joining Anvil as National Sales Manager, Mr. Roth has overseen the steady expansion of its product line and developed the marketing position of the company while expanding its customer base and national distribution channels.

An extremely versatile and innovative manager with a proven track record, he has successfully established and built major brands, increased sales and market share, and developed strategic sales, operational and merchandising programs for top tier companies during his distinguished career. He began his career in the paint products industry with Sears Roebuck & Company as an Executive Management Trainee, and quickly rose through the corporate ranks to National Marketing Manager of the Paint Division, in the company's Chicago headquarters. In this position he created the strategy for the company's free-standing paint and hardware stores, and designed and implemented promotional and advertising strategy that increased market share for Sears' famous branded paints Easy Living and Weatherbeater. Mr. Roth has also served as General Merchandise Manager for another major Chicago-based paint company and as president of a New York-based company. Mr. Roth is a graduate of the University of Tennessee with a BS degree in Marketing and is a Naval Veteran.

### ***Tony Anderson - National Sales Manager***

Mr. Anderson joined Anvil Paints & Coatings as National Sales Manager, in charge of continuing the national expansion of the company's brand name products and sales. An established professional with extensive sales and marketing skills, he has helped increase sales of the growing Anvil branded product line and accelerate market share growth by working with national paint dealers, independent dealers, and Anvil's national sales organizations which includes 16 sales representatives.

A new national advertising campaign, expanded trade show presence and focus on building relationships with two-step distributors have been instrumental in this success, with floor stain and textured wall system products showing especially strong growth.

He has been in executive sales management positions since 1975, when he served as the Vice President of Sales for the Southeast Region of a leading Texas manufacturer, where he increased sales during his 15-year tenure. He was also Manager of Contract Sales for a national home products company, and Vice President of Sales for the Seal-Krete Company, a specialty coatings manufacturer, where he helped introduce new products that increased the customer base. Mr. Anderson attended Polk Community College where he concentrated on Business Administration.