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PPG Renews Sponsorship of Independent We Stand

Paint industry leader continues to support independent dealers, offers tools and resources through sponsorship

VIRGINIA BEACH, Va. — [Independent We Stand](#) is proud to announce renewed support for 2018 from associate sponsor [PPG](#), a global coatings leader. [PPG](#), a six-time exclusive paint sponsor, is committed to enhancing the impact its independent dealers have in the communities they serve across the country.

From technical expertise, support and breadth and depth of products to industry-leading color tools, [PPG's paint and stain](#) brands provide independent dealers with innovative, high-quality solutions for all customers from professional painters to do-it-yourselfers. Trusted for more than 130 years, [PPG's](#) products are available at independent retailers across the country.

Through Independent We Stand marketing campaigns and social media, [PPG](#) will work alongside co-sponsor [STIHL Inc.](#) and associate sponsor [Do it Best Corp.](#) to increase awareness about the importance and strong economic benefits of buying local.

"It's because of companies like [PPG](#) that we can increase the footprint of the buy local movement and help independent businesses thrive," said Bill Brunelle, co-founder of Independent We Stand. "With their support, we can offer free resources to thousands of businesses. The more successful these independent retailers are, the more they reinvest and the bigger economic impacts they will have on their communities."

"[PPG](#) is strongly committed to our valued independent dealer partners," said John Trenta, senior marketing manager, [PPG](#). "We are thrilled to continue our sponsorship of Independent We Stand as we have a joint passion for building relationships with independent retailers to help them grow their businesses and to service their customers."

Independent We Stand makes it very easy for consumers, committed to buying locally, to find small businesses to support. On the website, shoppers can [take the pledge](#) to become part of the movement and sign up for a [Locals Only](#) newsletter, do a [Locals Only Business Search](#) to



find locally owned businesses or download the Independent We Stand Buy Local app to find independently owned businesses on the go. The app is available for [Android](#) or [iPhone](#) devices. Through tiered [membership levels](#), Independent We Stand can also help independent business owners.

To learn more about Independent We Stand, visit www.independentwestand.org.
To learn more about PPG visit ppg.com or ppgpaints.com/dealer.

About Independent We Stand

[Independent We Stand](#) is a nationwide movement of independent small business owners whose mission is to inspire other small business owners to better understand and celebrate their locally owned status while educating consumers about the importance and strong economic benefits of supporting them. The Independent We Stand movement is sponsored by [STIHL Inc.](#) [STIHL products](#) are sold through more than 9,000 [servicing power equipment retailers](#) from coast to coast — not big box stores. Associate sponsors include [PPG](#) and [Do it Best Corp.](#)

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