

GDM Di Maria inc.
2020



DI MARIA
MADE IN ITALY

AGENDA

□ Introductions

□ Giuseppe Di Maria Difference

□ Bisaten™ Thermal Paint + Primer Opportunity

Introducing the U.S. Giuseppe di Maria Company



Mr. Giovanni Di Maria
President

Dr. Francesco Di Maria
VP of Sales

Dr. Emilio Di Maria
CEO

Dr. Francesco Di Maria Jr.
Sales Manager

Dott.ssa Melania Di Maria
VP Purchasing



The Giuseppe di Maria Difference



Over 90 Years Worth of History

Italian Family Owned Company; 330 Employees (40 family members)

International Leader in Paint Industry

Wide Range of Innovative & Competitive Products

Annual Sales Over €30 Million

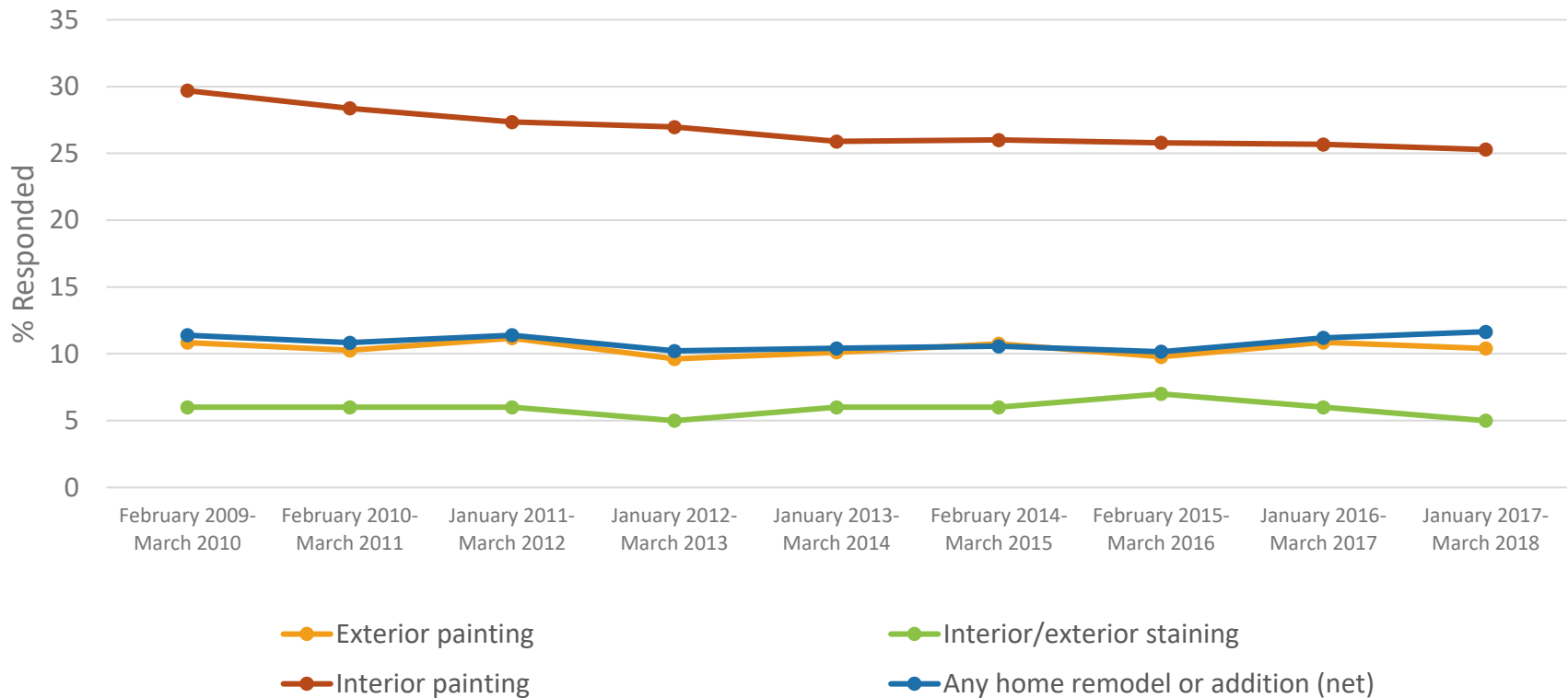
500,000 sq.ft. of Manufacturing Space in Sicily, Italy

The vision:

*For the Bisaten™ brand to become **THE trusted high quality interior paint solution that provides energy savings and delivers on safety & durability**, made with a **patent pending technology & 3M glass bubbles** that delivers unparalleled thermal paint & primer benefits*

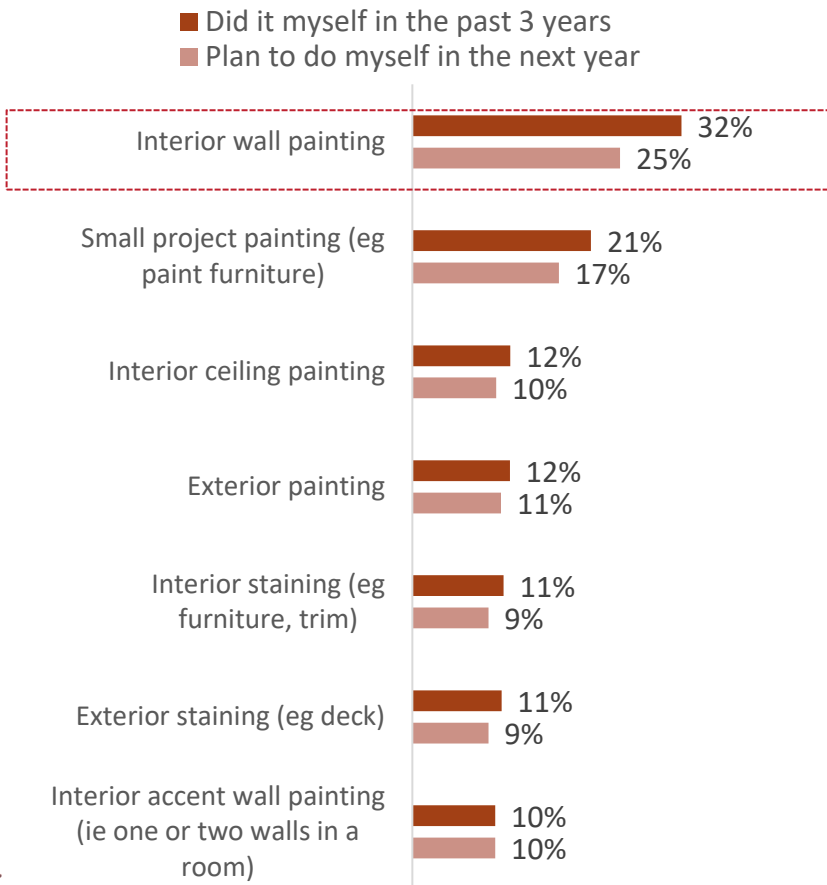
As At-Home Improvement Projects Regain Momentum, Retailers Will Have Prime Opportunity to Engage & Empower DIYers

“Has your household had any rooms in your home, or the outside of your house, painted or stained in the last 12 months?”

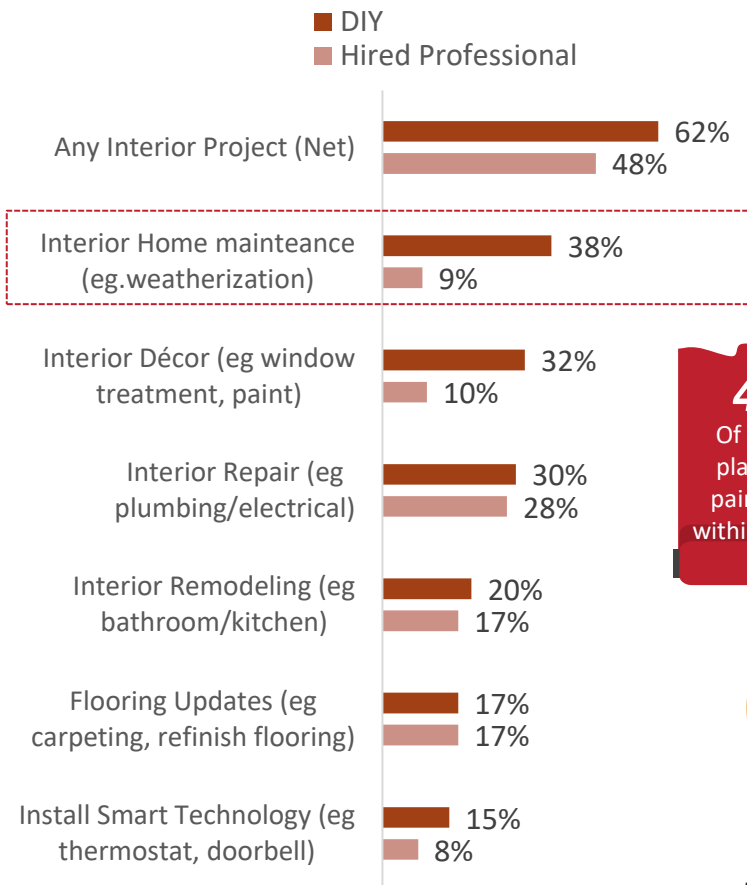


Interior Wall Painting Projects, Specifically Weatherization, Stand to Benefit From Increased DIY Interest and Shift Away From Professionals

*"Which of the following projects have you done yourself in the past three years, or are planning to do yourself in the next year?
Please select all that apply."*



"Which of the following home improvement and maintenance projects have you undertaken yourself or hired a professional for in the past three years? Please select all that apply."



43%
Of all adults plan to do a paint project within next year



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Practicality Attributes, Such as Durability, are Most Appealing Considerations For Paint Purchasers Ahead of Price & Style



Primary attributes:

Durability and **Easy to Apply** are among the most important considerations in paint purchase decisions. As paint shoppers' sort through **style** and color options, they need reassurance that paint option they choose will stand against traffic & scuffs and are easy to apply/maintain

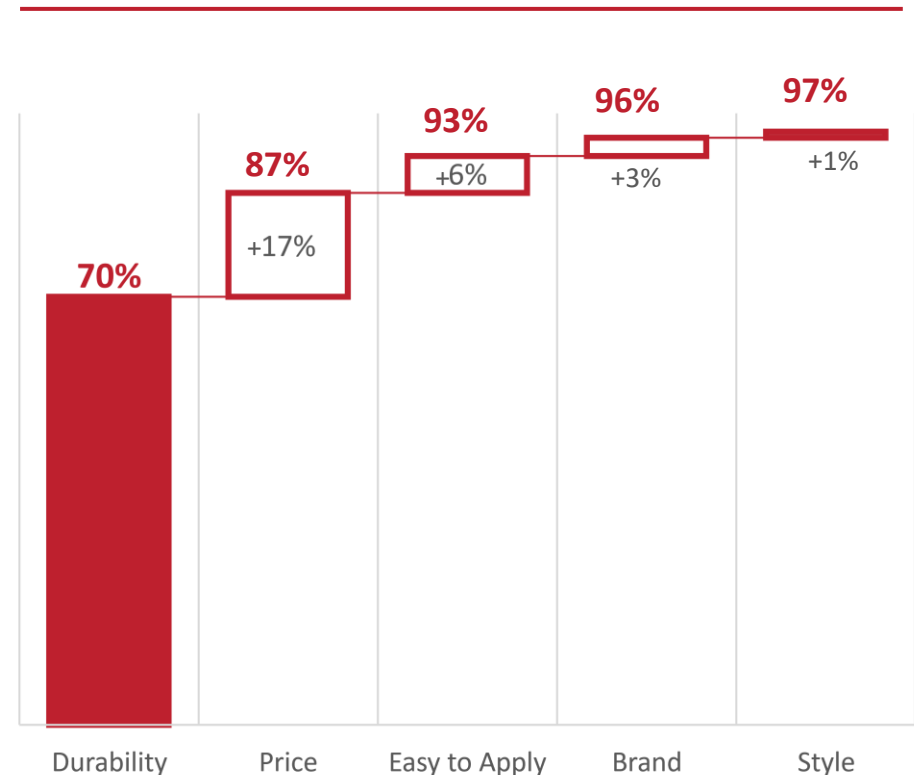


Secondary attributes:

Natural attributes, like **safety** and **eco-friendly**, rank low compared to functional/style attributes, however, they are still important considerations, especially for households with children

Key Paint Attributes

"Which of the following are important to you when purchasing paint? Please select all that apply."



Durability = stain resistant, scrubbable
Easy to Apply = one coat
Style = color, finish

Introducing Bisaten™ Thermal Paint + Primer

A New Paint Brand for the U.S. Market Which Delivers on Key Interior Paint Attributes that Consumers Desire



We've Partnered with 3M & Received Their Seal of Approval to Reinforce Our Superiority & Assure Consumers Trust

Delivers on Key Paint Attributes – Added Value to Users

- Lowers heating and cooling costs up to 26%
- Durable
- Easy Application
- VOC Free and Water base
- Boost performance (thermal expansion & shrinkage)
- Anti-Condensation
- Anti-Mold
- Anti-Microbial
- ECO Friendly
- Recyclable & lightweight container
- Cutting edge 3M™ technology with GDM patented formula

Bisaten™ Thermal Offers a Unique Solution as the **Only** Thermal, Anti Mold, Anti Condensation, No VOC, Energy Saving Paint + Primer Available

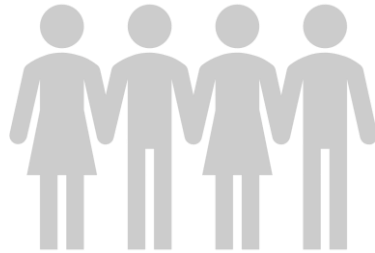
Bisaten™ Thermal is well positioned & provides additional **VALUE** to HD shoppers



	Bisaten™ Thermal Paint + Primer	Behr Premium Marquee	Valspar Signature	Kilz Complete Coat	Zinsser Mold Killing Primer
Thermal	X				
Anti-Mold	X	X	X	X	X
Anti-Condensation	X				
Durability	X	X		X	X
Washable	X		X	X	
VOC Content	NO VOC	Low VOC	NO VOC (Green Guard)	Low VOC	Low VOC
Guarantee	Lifetime	None	Lifetime	Limited Lifetime	None
Price Tier	\$64.95 Premium	\$46.98 Super Premium	\$36.98 Premium	\$38.84 Premium	\$55.87 Mainstream

Bisaten™ Thermal Paint + Primer Will Drive New Users and Trade-Up to the Category

NEW USERS



TRADE UP



Driving in new users via a **differentiated Paint+ Primer proposition** that offers **unparalleled Thermal, Anti Mold, Anti Condensation and No VOC characteristics**

With a **premium price**, the brand will trade-up current paint users looking for a **more efficacious and diverse** interior Paint + Primer than what is currently offered

\$500k
Incremental
Sales
Opportunity

*Sales revenue generate calculating ten unit sale per month in 50 stores

Bisaten™ Thermal Paint + Primer Product Specs



Bisaten™ Thermal Paint + Primer

Size:	128 FL OZ/1 Gal.
	640 FL OZ/5 Gal.



Unique Offering with Added Benefits

- Prevents heating & cooling loss
- Only Premium Thermal Paint + Primer Anti Mold, Anti Condensation Product Available
- Formulated with 3M Glass Bubbles
- NO VOC
- Anti-Microbial
- Easy to Apply
- Eco – Friendly Lightweight Container



Popular Consumer Colors

- IT01-001: White
- IT01-005: White



Available for Canadian Market - bilingual

A Robust 360 Marketing Plan will Support the U.S. Launch Aiming to Capture Shoppers Along Their Path to Purchase

Driving Awareness & Education

(Road shows, PR Campaign, Print Advertising)

Targeted Messaging

(Social Media, Paid Search)

Convert In-Store

(E-commerce, Displays, Features & Promotions)



Mold: The importance of professional intervent

Mold is a fungus that grows in damp, stuffy environments with high humidity - generally in bathrooms and the corners where it rains over walls. Mold begins to appear when the humidity doesn't reach the proper levels. In fact, the temperature should be at least 20°C

[READ MORE](#)



Neutral colors
BRIGHTNESS AND WIDE SPACES

[WWW.DIMARIA.IT](#)





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THANK YOU!

