

ECLECTIC

IN THE HOME & ON THE JOB PRODUCTS

Administrative Offices
1075 Arrowsmith Street
PO Box 2280 (97402-0109)
Eugene, OR 97402-9121
Toll Free (800) 693-4667

Customer Service
101 Dixie May Drive
Pineville, LA 71360
Toll Free (800) 349-4667
eclecticproducts.com
ISO 9001 COMPLIANT

TO All Sales Managers & Factory Representatives (U.S.,
CANADA, EUROPE and AUSTRALIA/NEW ZEALAND)

FROM Marketing

SUBJECT NEW PRODUCT RELEASE! UNICORN SPiT SPARKLiNG!

DATE 1/15/18

MEMO # #269

The response to Unicorn SPiT has been tremendous and customers are pushing for more finishes!!! (This is an early preview so you'll know what exciting stuff is coming soon!)

INTRODUCING... UNICORN SPiT[®] SPARKLiNG

The new SPARKLiNG SPiT stains go deep into the pores of bare wood and other materials (just like the original 14 colors) but also embed **LUMINOUS SPARKLES AND SHIMMER, creating unbelievable finishes!** Customers have been screaming for this addition to the line!

SPARKLiNG SPiT has the same great benefits as the original colors:

- **MULTI-SURFACE:** Can be used on almost any type of substrate. Create masterpieces on wood, glass, metal, fabric, concrete, laminate & more!
- **6 NON-TOXIC** colors
- REFRESHING SCENT: **RELAXING LEMONGRASS!**
- Coat with **FAMOWOOD[®] GLAZE COAT[®]** for a deep 3-D finish.

ATTENTION-GRABBING PACKAGING

- **UNICORN SPiT SPARKLiNG GEL STAIN PACKAGING JUMPS OFF SHELF!**
- The packaging, together with the SPARKLiNG shimmer and vibrant colors create an awesome display at point-of-sale.



ECLECTIC

IN THE HOME & ON THE JOB PRODUCTS

Administrative Offices
1075 Arrowsmith Street
PO Box 2280 (97402-0109)
Eugene, OR 97402-9121
Toll Free (800) 693-4667

Customer Service
101 Dixie May Drive
Pineville, LA 71360
Toll Free (800) 349-4667
eclecticproducts.com
ISO 9001 COMPLIANT

Sizes Offered:

- U.S.: 4 fl oz & 8 fl oz bottles
- CANADA: 118.2 mL & 236.5 mL bottles
- EUROPE: 118.2 mL
- AUSTRALIA/NEW ZEALAND: 118.2 mL bottles

UNICORN SPiT SPARKLiNG will be introduced at the 2018 Creativation Show in Phoenix January 19-22, 2018. If you have any Buyers attending the show, please make sure they stop by the Eclectic Products booth (#1643). Your Sales Manager can coordinate appointments.

ADVERTISING & EXPOSURE:

UNICORN SPiT SPARKLiNG already has consumers screaming for it on social media, so it's going to be a hit with Hobby, Craft, Homecenter/Hardware, and EComm retailers. The entire UNICORN SPiT program will again be supported with a national advertising campaign throughout all of 2018.

The eclecticproducts.com website, catalog and price pages will be updated closer to the release date. However, there is an attached U.S./Canada/Europe/Australia_New Zealand sell sheet pdf that can be used for customer presentations. The sell sheet is also available in a PowerPoint format. (Images are available upon request.)

PRODUCT WILL BE AVAILABLE TO SHIP EARLY SUMMER 2018!

Further information and samples will be distributed closer to the release date. Please contact your Sales Manager to request samples, selling props, pricing, images or for any additional questions. We are working on creating sales tools for presentation right now!

Thank you and GOOD SELLING!

**THIS AIN'T
YOUR DADDY'S
STAIN!**

