



October 1st, 2012

To Our Valued Customers,

In our June communication Schwartz Chemical Corporation launched its 2012-2013 flooring initiative. In preparation for the rebranding of SCC Floor Finishes we included a fire sale promotion of SCC floor finishes known as BASELINE and REBOUND.

November 1st, 2012 will be the official launch of our new SCHWARTZ BRAND and extended product line of SCC Floor Finishes. As part of our 2013 initiative, SCC will also introduce a line of accessory products to compliment the current product line of SCC Solvent and Waterborne Floor Finishes.

**NEW LOOK, NEW PRODUCTS, NEW DISTRIBUTION
NEW PRICING & LOYALTY PROGRAM
EFFECTIVE NOVEMBER 1ST, 2012**

- **SCC will reintroduce its H2O and Solvent Based Premium Polyurethane Floor Finish BRANDS.**
- **Launch 2 new products**
- **Offer flexible distribution and freight options for ease of sourcing**
- **Introduce a new pricing structure and loyalty program**

As we introduce our new programs, we will work diligently with you to ensure that we meet or surpass your expectations. Through our partnerships we want to grow our business, in doing so, our intention is to maintain the quality that you have come to expect from Schwartz while providing you with competitive options. We will be in communication with you to discuss our new programs by phone or in person in the coming days.

For immediate inquiries regarding this communication, to discuss your business and product needs or to become a partner & distributor, please contact our inside sales coordinator **Trudy Lutchman** by calling **905-683-0411, ext. 304** or e-mail us at tlutchman@schwartzchem.com.

Sincerely,

SCC Team

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