

2011 ISP Painting, Inc. Newsletter



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ISP is more than just a painting company . . .

ISP has been helping the biggest names in commercial, retail and restaurant sectors keep their locations in top condition since 1991. The difference with ISP is clear; it's about more than tools or paint—it's about **professionalism.**

How do we work with our valued clients?

Our industry-leading [Concierge Service](#) gives you . . .

- Dedicated Project Management
- Super-Efficient Communication

Weathering the Storm while making a difference . . .

For many organizations, the past several years have meant facing challenges in business never seen before. From the price of raw goods such as oil, gold, and cotton hitting record highs to sales numbers falling virtually overnight; we have all felt the effects.

While many businesses have been unable to weather the storm, those that have are starting to see a sign of hope on the horizon.

- According to [cnn.com](#) on January 25, 2011: Americans were more optimistic about jobs and the overall economy in January, pushing the latest reading on Consumer Confidence to its highest level since May 2010.

If the trend of Consumer Confidence continues to rise, is your organization ready? Over the past several years, buyers have become more selective about where they spend their money. Now more than ever it is important to put your organization's best foot forward.

I would like to think that in the not too distant future the recent challenges faced by all will soon be a thing of the past, businesses will begin posting help wanted signs again, and sales will increase for all.

It is our commitment at ISP Painting to be there for you when you need us most.

Katie Liszka
President

What if Going Green Meant . . .

What if Going Green meant your organization would lower its' carbon footprint and reduce the amount of its' energy usage without ever replacing a piece of furniture or light bulbs? It does!

- Lowering your Carbon Footprint can be accomplished when your organization implements the 3 R's into its business practices –

- Comprehensive Specification/Design Services

To find out more about ISP Painting's Concierge Service, [Click Here](#)



Industries we service . . .

[Restaurant Industry](#)

[Retail Industry](#)

[Building Owners / Property](#)

[Managers](#)

[Hospitality Industry](#)

[Big Box Stores](#)



Get in Shape . . .

With National Interior and Exterior Rollouts

Services include:

- Visual Rollout
- High Traffic Rollout
- Preventative/Reactive Maintenance
- Re-Branding Renovation
- Wall Cover Removal/Installation
- Line Striping
- Faux Finishes
- EIFS Restoration

Reduce, Recycle, and Reuse. ISP Painting can help your organization achieve this goal with our [Woodwork/Laminate Refinishing](#) services.

- Reducing your Energy Bill is easier than you think. Did you know that a white ceiling will reflect light while a black ceiling will absorb it, requiring more energy to be used? Over time, as your ceiling ages it loses its' reflective quality. With ISP Painting's [Ceiling Tile Restoration](#) services, we can help reduce the amount of power used to light your facility, saving your organization money!

While saving the planet cannot be achieved by one company, ISP Painting is continually looking for ways to improve and do our part to make the world a greener place! For more information about Going Green, send [us an email!](#)

Michael Liszka
CFO

How a preventative maintenance program works . . .

The idea is to plan maintenance visits ahead of time. Rather than calling crews out to conduct many small jobs on an emergency basis, you're aiming for fewer, more strategic paint jobs.

Start by looking at all the work orders generated per year, per location. Look for patterns. Ask yourself:

- When do most calls for repainting come in?
- What areas typically need the most attention?
- When are your busy times and slow times?
- Do all the stores follow similar patterns, or do any individual stores require more attention?

Once you've gathered this information, you can create a master [preventative maintenance](#) schedule that coincides with the patterns you've just identified. Each visit on the master schedule should be timed to eliminate many of the smaller, reactive work orders that cross your desk.

Resist the temptation to call in every work order that you receive. Instead, stop. Check the master schedule. If you've got a preventative maintenance visit coming up fairly soon, don't be afraid to let the individual work order wait until then. Keep a running track of issues and compile them according to the schedule, so that the crews can handle the issues when they come.

If you've been conducting your repaints on a mostly reactive basis, you may initially be alarmed that the schedule for preventative maintenance can be less frequent than you're used to. Don't worry; you'll find that the repaints will still be scheduled at a rate that will eliminate the need for most of the reactive work. For more information about preventative maintenance programs, send [us an email](#).

Brandon Finkenhoefer
National Sales Manager

Request for feedback . . .

In a world where Great Customer Service seems to be a thing of the past for many, ISP Painting stills holds this quality very close to the heart. It is



Monthly Green Tip . . .

Don't throw out that shredded paper yet!

Did you know your business can donate it's shredded paper to local animal shelters giving the animals a place to do their business?

ISP Painting has started donating our shredded paper as part of our 2011 Going Green Initiative.

our goal to make sure we are still providing your organization with the level of service you not only expect, but deserve.

It is for this reason we would like to hear from you, our valued clients. Please click the following link and tell us about your last experience with ISP Painting. This information will be used to help us improve our processes where necessary and highlight the areas in which we have done well as an organization.

Not doing business with ISP Painting yet? Let us know more about what your current painting company is doing well or needs improvement on. We would like to hear from you too!

Thank you for your time! We look forward to your [feedback](#).

ISP Painting



Have a question?

Give us a call at

800-477-2613

or [Email Us](#)

Next Month . . .

While we can't wait for May Flowers, Are you ready for April Showers?

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