

9100 series



PRINCETON ART & BRUSH CO.

RealValue™ *Brush Sets*



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# 9100

Better quality brushes at even better prices – that’s Real Value™. Today’s artist is looking for value. We believe that even when a customer is spending just a few dollars, they should get brushes that are truly serviceable and a pleasure to use. Too often, affordable brush sets contain products of inferior quality – brushes that only lead to frustration in the creative process.

Don’t just take our word for it. Open up a few of our competitors’ sets. You know, the ones that they say are just like ours. Then open a few of ours. The difference can be seen immediately. Take it a step further and try both. Ask yourself which you would rather use. Ask yourself which your customers would rather buy.

At Princeton, we believe strongly that we are in business to serve artists. That’s why time after time, artists return to our brand and the art stores that carry our brand.

**Merchandising makes the difference.** Our new packaging and merchandising tools can make Real Value™ Brush Sets the best looking end cap in your store. 46 Thoughtfully selected sets in 8 color-coded price families are built to custom-fit 30" and 36" wide store fixturing. 4-color header signs pull the whole look together.

Our new packaging is designed to attract. Bold colors highlight the brush heads which are proudly fanned across the package face. The colors clearly signal 8 distinct price-points and help the customer make quick and confident decisions about which sets are right for them.

Brush sets, when merchandised this well, can account for a significant portion of sales in your brush aisle. Great variety, great quality, and great pricing all in a great-looking presentation. **That’s Real Value™.**



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