

THE CONSULTANCY

FALL 2016

2017 DESIGN TRENDS

CONSUMER TRENDS IN COATINGS AND
COLORS FOR HOMES AND OFFICES.



COLORADO EXPANSION



GET FASTER, MORE ACCURATE

ACCESSA

Welcome to The Consultancy



Hold on Tight

Worthwhile work in an exciting year

"Nothing in the world is worth having or worth doing unless it means effort, pain, difficulty."

— Theodore Roosevelt

Since January 2016 at Accessa, we have faced a lot of changes — some we invited in, others came as surprises. As a leader in your business, you have likely experienced months or even years that have dealt you similar challenges. For many companies, the transitions we have faced this year would have been detrimental. In our case, our team faced them as opportunities, showing just how high our levels of quality and service can go. If we were doing our jobs right, our customers have felt more of this top quality and service, and less of the behind-the-scenes activity: process changes, new resolutions to new issues, and more. Following are some highlights of Accessa's year to date. Hold on for the wild ride, and thank you for being here alongside us.

HIRING We have continued to work hard to hire people who can provide excellent customer service, and execute on what we promise. Over the last three quarters, the job market has not been easy to navigate, but we have found five great individuals to join Accessa.



Cal Zimmerman is the newest addition. Most recently a Finish Department team leader, he brings decades of experience to his new role as Coatings Consultant to serve the Grand Rapids, Mich., area.



In Elkhart, **Jaclyn Smith** is managing customer issues and relationships on the Customer Service side.



Anthony Cameron is helping make sure customers receive the right custom color on time as a Color Technician based in Elkhart.



Finally, **Steve Haitsma** is supporting the Elkhart team as he is managing the Elkhart office as Branch Operations Supervisor.

CUSTOMIZATION CRAZE Never-seen-before high levels of color matching and custom production have made life at Accessa incredibly busy. While we've experienced an uptick in customization across all of our territories, it has been especially noticeable in the Arthur and Elkhart areas, where manufacturers of custom cabinetry and other wood products are responding to customers' demands.

Even though many people continue to want standard colors, increased use of digital platforms such as Pinterest boards and Houzz photo galleries, showing an astounding range of colors and textures, have led custom cabinet manufacturing customers to become much more individualistic, customizing their living spaces to more exacting specifications — and more color matches. We don't see any signs of the trend slowing.

EQUIPMENT IMPROVEMENTS Accessa's equipment investments thus far in 2016 have focused primarily on color matching and tinting. Recent and scheduled upgrades allow us to increase our speed of order fulfillment and maintain an even higher record of accuracy for customers.

In addition, Accessa's new ERP system is built to reduce headaches and improve the customer experience when it comes to purchasing, inventory, sales and more.

GO WEST, YOUNG MAN The chance to move into Colorado and help serve the Denver market is a great opportunity on its own. (See more on page 3.) Sweetening the deal is the fact that Accessa is able to create synergy and grow relationships between our existing employees and the team formerly of Paint & Lacquer Co.

We are confident the move will increase opportunities in both the Midwest and West for Accessa and our entire customer network. Combining what each team does really well to create some best practices across the board is powerful. The Denver team has an outstanding tradition, and we are excited and proud to welcome them into the Accessa family.

It's been a really high-pressure year for a variety of reasons. Lead times are getting shorter, while customization, expectations and demands are going up, all changes that have likely made your 2016 to date an interesting one as well. It's when the ride is getting too smooth, perhaps, that it's the best time to shift gears, push harder and reach those worthwhile places in the life of our businesses. Let's continue to push hard together.

Joe Todd, President, Principal



This is an exciting development for our entire team. As we continue to expand our reach, we are humbled to have this opportunity and are committed to making the most of it.

ACCESSA EXPANDS INTO DENVER AREA

Paint and Lacquer Co. joins the family, bringing 79 years of experience

Accessa has acquired Paint and Lacquer Co. in Englewood, Colorado, which has been selling high-quality coatings to the greater Denver, Fort Collins and Colorado Springs, Colo., markets since 1937. Accessa will continue Paint and Lacquer Co.'s tradition of providing excellent customer service and support, while working to further enhance these traits and its many fine product offerings.

"This is an exciting development for the Accessa team. As we continue to expand our reach, we are humbled to have this opportunity and are committed to making the most of it," says Joseph Todd, President of Accessa.

"The employees of both companies understand the value of acting as consultants for customers so they can make the best coatings choices. It is this shared mindset and commitment to providing top-shelf products that made this a natural fit."

Accessa takes the reins from retiring owner and President of Paint and Lacquer Co. Russell L. Olson, who purchased the company in 1982 and became a pioneer and long-time leader in the coatings industry in Colorado.

"The relationships I've developed with customers and supply sources over the last 35 years have meant a lot to me. I wish the Accessa team success as they extend out West to pursue their next adventure," Olson says.

Paint and Lacquer Co.'s existing staff joined the Accessa team. The change was effective Sept. 30, 2016.

If you have any questions about this news, please contact us.

2017 DESIGN TRENDS

Every year, Accessa rounds up consumer trends in coatings and colors for homes and offices from a range of sources. Following is an excerpt from our complete roundup. Read and download the full **"2017 Design Trends"** report at Accessa.com. When your customers ask for the hottest colors and styles, you'll be ready.

COLORS OF THE YEAR

SHERWIN-WILLIAMS 2017 COLOR OF THE YEAR – POISED TAUPE

Poised Taupe creates a cozy lifestyle and brings a sense of sanctuary into our homes. It diffuses the stresses of the world outside our doors — so much so that we feel restored and in balance when we walk across our threshold.

Our story of taupe is simple. Earthen brown combines with conservative grey and the result is a weathered, woodsy and complex neutral that celebrates the imperfections and authenticity of a well-lived life.

Excerpted from: <http://www.sherwin-williams.com/homeowners/color/find-and-explore-colors/paint-colors-by-collection/color-forecast/color-of-the-year/>



Bathroom in Poised Taupe, Sherwin-Williams 2017 Color of the Year (PRNewsFoto/Sherwin-Williams)

GLIDDEN PAINT NAMES BYZANTINE BLUE AS 2017 COLOR OF THE YEAR

Take comfort: soothing colors will dominate home decor color trends in 2017, according to the GLIDDEN® paint brand by PPG, with the top color a subtle, serene violet. Glidden paint named **Byzantine Blue**, a playful yet peaceful purple, as the 2017 Color of the Year.

"The name may say blue, but Byzantine Blue is truly a purple in disguise. It stretches the boundaries of purple to borrow all of the best qualities of blue and gray, making it an appealing color choice for nearly any room," said Misty Yeomans, PPG color marketing manager, Glidden paint.

Excerpted from: <http://www.businesswire.com/news/home/20160829005283/en/>

VALSPAR ANNOUNCES COLORS OF THE YEAR FOR 2017

The color experts at Valspar have curated a collection of 12 essential colors to help consumers choose the perfect paint for revitalizing their homes in the coming year.

1. Botanical yellow green
2. Baked terra cotta
3. Warm stone gray
4. Bright ultramarine
5. Spirited blush apricot
6. Sky blue
7. Luminous yellow
8. Violet black
9. Peaceful white
10. Soft silver sage
11. Pond blue
12. Modern blue violet

See color samples and read the full report: <http://www.prnewswire.com/news-releases/valspar-announces-colors-of-the-year-for-2017-300346594.html>



Jewel Tone Living Room (Photo by Simon Upton/The Interior Archive)

2017 TRENDS: HOME

6 TO WATCH: THESE TOP DESIGN TRENDS WILL BE HOT IN 2017

Earthy Pastel Hues: "One theme I was seeing was the soft side of spring — spring colors in an earth tone kind of way, [like] blush and lavender."

Mixed Metals: "... brass and gold still, but also polished nickel and silver are coming back, and there's a new metal finish—white plaster."

Natural Texture: "Natural texture in general — cane, rattan, abaca. ... We were seeing different techniques, including a lot of wire brushing, which helps wood grain pop more."

Art-Inspired Wallpaper: "All over Instagram are all these beautiful large-format florals that are stunning."

Excerpted from: <http://www.houstoniamag.com/articles/2016/4/25/top-6-design-trends-will-be-hot-2017>

THE INTERIOR TRENDS YOU'LL BE LOVING IN 2017

WHAT'S IN

Terracotta: Warm materials such as terracotta tiles will replace currently popular cool and white tones.
Cork: Not only is cork a stylish material idea that adds warmth and texture to spaces, it's also ideal for absorbing noise in our increasingly large, open plan homes.

Dark green: Dark shades of green will become the new must-have dark interior color as we say goodbye to navy and midnight blues.

Jewel tones: While pastel shades of pink and blue are currently having their day in the sun, they will soon be overtaken by jewel tones inspired by metals, space, stars, clouds and the cosmos.

WHAT'S OUT

- | | |
|-------------------|---------------------|
| 1. Copper | 4. Fiddle leaf figs |
| 2. Marble | 5. Open plan living |
| 3. Quote artworks | 6. Subway tiles |

Excerpted from: <http://www.domain.com.au/advice/the-interior-trends-youll-be-loving-in-2017-20160309-gnek90/>

2017 TRENDS: OFFICE



Photo Courtesy of Posture People

OFFICE FURNITURE TRENDS FOR 2017

Here are some of our favorite pieces; trends and colors schemes that we think will take over next year!

Meeting Room Pods: We like to think that we loved informal meeting room pods before they were cool.

Feature Storage: This year's festival solidified the point that office storage needn't be boring! With the rise of hot desking and agile working, offices are quickly finding themselves running out of storage space.

Essential Built in Power Sockets: With the office evolving to have more touchdown spaces, people need somewhere to plug-in their laptops, charge their phones, and even convert their meeting table into a co-working space.

Breakout Spaces: Important for staff wellbeing, we believe that a good break out room should be squeezed in no matter what its shape or size to give people the chance to step away from their screens, eat together or collaborate.

Excerpted from: <http://www.posturepeople.co.uk/office-furniture-trends-2017/>



2017 TRENDS: KITCHEN



A true dark gray. (Photo: Lakbur Magazine via thecreativityexchange.com)

THE BIGGEST KITCHEN DESIGN TRENDS FOR 2017 & BEYOND

Two-Tone cabinetry.

Love white and black? Torn between gray paint and pale pine? Now, you don't have to choose just one finish for your cabinetry. Next year will be all about the two-tone, layered look, whether you paint the upper cabinetry one shade and the lower set another, or simply choose a kitchen island in a different finish.

Excerpted from: <https://divinedesignbuild.com/the-biggest-kitchen-design-trends-for-2017-beyond/>

2017 KITCHEN TRENDS FORECAST

Gray is the New White

While white will always remain a classic, gray cabinets will be dominating the kitchen in 2017. Be on the lookout for soft dove gray cabinets mixed with warm woods.

Excerpted from: <http://www.ybath.com/blog/2017-kitchen-trends-forecast/>

Contact Accessa to find out how we can help you stay competitive and on trend with top-performing coatings and service. Get the complete **"2017 Design Trends"** report at Accessa.com.

PRODUCT WATCH

HEAR THAT BUZZ? IT'S THE LATEST RUNDOWN OF NEW PRODUCTS BEING OFFERED BY ACCESSA.

ACCESSA COATINGS SOLUTIONS

- **Accessa's Aquamill Primer: Aquamill Primer** – An economical white, water-based millwork primer for particle board, MDF and natural woods.
- **Accessa's Primemill FD Primer** – A fast-drying lacquer, white millwork primer for use on interior wood articles. It contains fewer VOC emissions than conventional products, is formulated with no HAPs solvents, and is phthalate-free.
- **AcromaPro's Laqva Prime Universal** – A fast-drying, waterborne acrylic primer designed for spray application for use on interior wood products such as kitchen cabinets, residential furniture and architectural millwork. This high-solids product has been developed to be topcoated with waterborne, solvent-borne and waterborne UV-cure products. LAQVA™ Prime Universal is a lower VOC alternative without the working pot-life associated with traditional catalyzed primers.
- **ICA's OP263Gxx and OP263GxxN18777** – Economical, self-sealable clear and white polyurethane topcoats. Though not necessarily new, this product line is gaining traction at Accessa Coatings Solutions.

ACCESSA CHEMICAL SOLUTIONS

- **Accessa's HitSol HSCC4309** – An economical, low-foaming at any temperature cleaner-coater intended for use in recirculated spray systems.
- **Accessa's HitSol HSC829** – A highly aggressive, water-based coatings remover. It is designed for use on wet paints, primers, powder coatings and on some inks. HitSol HSC829 will soften and remove coatings from ferrous metals and from many plastics when used in a heated soak tank.
- **Accessa's HitSol HSC1555** – A non-chlorinated, non-flammable product that will soften and aid in the removal of liquid and powder acrylic, enamel, and urethane coatings. HitSol HSC1555 is non-corrosive and safe to use on most metals including steel, stainless steel, and aluminum.



OPERATIONS *by Les Yoder, Operations Manager*

MORE ORDERS, FASTER PROCESS

CHANGE IS GOOD FOR MEETING CUSTOMER DEMANDS



An accutinter was installed in July in Arthur, Ill., to improve accuracy and speed.

Continuously improving operations at Accessa helps our team and our customers stay ahead. In 2016, we've paid particular attention to ramping up our personnel and equipment.

On the personnel side, we welcome Customer Service and Operations team members Anthony Cameron, Steve Haitsma and Jaclyn Smith to the Accessa family. They are here to serve you.

The most significant piece of equipment set to be installed will debut in Elkhart by mid-December. Completely customized to suit our needs, the Novaflow machine is an automatic tinting and filling machine that will hold 866 and 844 colorants to cover 24 colors we commonly use, as well as the top eight bases. The machine will be used during any order that calls for one of these color lines or bases.

Its purpose is first and foremost to improve accuracy by using precision-focused technology to take weight measurements, thus decreasing chances for error. The other big advantage is speed. The increased demand for customization would be unmanageable without a change in our operations. The number of small batch, customized orders is outpacing larger batch orders at record speed — the era of the standard color deck is over. The game has changed, and being able to fulfill more of these small batch orders fast keeps us and our customers competitive.

The accutinter installed in Arthur, Ill. in July could be viewed as the little brother to the Novaflow machine. The new machine by Corob dispenses 844 colorants. It is working great to increase speed and ensure batch-to-batch consistency. Our customers are already seeing the payoff.



FULL SPEED AHEAD IS MODUS OPERANDI FOR COATINGS CONSULTANTS

Accessa's business is grounded in advising customers, uncovering the best products for their needs and helping them improve their own processes. In order to support our customers from Kentucky to Michigan, Colorado to Pennsylvania, Accessa's Coatings Consultants move fast and smart.

'ACCOUNTABILITY EXPERTS' Since January, Accessa's company-wide theme for 2016 has been "Accountability Experts." Our team of Coatings Consultants has really taken to this concept and continues to work toward being both experts in our field and accountable, both internally and externally. Building on the theme, we've established a mantra or mission of sorts: to make sure Accessa brings value to partnerships through proactive support, industry expertise and an approach rooted in honesty, integrity and consistency.

This year alone, our Consultants have attended or will be participating in hands-on training with ICA, General Finishes and AcromaPro. Also coming soon is Color Theory Training. The combination of both product and skill-based training provides the opportunity for growth as experts and partners to our customers.

ONWARD AND UPWARD The Coatings Consultant team has continued to grow this year. In September, Accessa welcomed Cal Zimmerman as our Coatings Consultant in Western Michigan. While Cal has spent the last seven years as supervisor of the Finish Department at Nucraft Furniture in Grand Rapids, he has more than 25 years of hands-on finish and application experience. In addition, he demonstrates a thoughtful approach to problem solving and a team-focused mentality. Cal will continue to elevate the level of professionalism and expertise of our teams.



Jim Pryor's transition into the role of Technical Coatings Consultant has been a boon for our customers seeking expert responses fast.

TEAM MEMBER SPOTLIGHT Approximately one year ago, Jim Pryor moved into a newly created role of Technical Coatings Consultant. While this role has continued to take shape and develop, Jim has provided an invaluable resource to his counterparts on the Coatings Consultants team and support across all of our geography. Jim's calm demeanor and customer-focused approach have endeared him to dozens of customers spanning from Illinois to Ohio, Kentucky to Michigan.