

● Great American Marketing is housed in a state-of-the-art facility featuring more than 2.25 million cubic feet of storage space on a five-acre site in Valencia, Calif.



The 'Great American' Dream

For more than 60 consecutive years, the Weiss family has been involved in expert paint-brush making. Learning from his father who owned Ideal Brushes, Inc., Sherman Weiss along with his wife, Beverly, co-founded Great American Marketing (GAM) in 1979. The company was the first to completely divest itself of all domestic manufacturing facilities and devote the company's entire effort and attention to producing high-quality paint-brushes, rollers and other related sundry products offshore.

"I studied the business under my father and learned that going offshore doesn't mean producing a 'cheap' product," said Weiss, whose career actually began as a radio and television writer, producer and announcer in the Los Angeles area before starting GAM.

"We have our own facilities and manufacturing plants in China in conjunction with local management and investors."

Weiss said keeping local management is critical to GAM's success as it gives the workers offshore a sense of ownership in a larger company, rather than just punching a clock and doing a

job. "They have a vested interest in our company," Weiss explained. Plus, by



● Sherman Weiss, President and CEO of Great American Marketing, learned the business from his father, and the Weiss family has been in the paint-brush business for more than 60 years.

Weiss family
has spent
more than
six decades in
brush business

having a proprietary interest in the plants overseas instead of just importing the brushes and rollers from Asia, GAM has complete quality control over all products, as well as being involved first-hand in product innovations.

“Our motto is—Great American Marketing, The Leading Edge in Paint Sundries, and we honestly believe that,” Weiss said. “We were the first to use epoxy on our brushes, and we were the first to develop brushes featuring 100 percent solid round tapered (SRT) polyester and nylon filaments entirely in Asia with today’s paints in mind.”

Innovation is at the forefront of GAM’s products, Weiss added. He contended that as paints change and consumers reach for water-based over oil-based paints, brushes and rollers have to change as well. “GAM’s team of marketers and formulary experts are constantly making rolling changes on the product line, just as a paint manufacturer does with theirs,” he said. “As a result, today’s GAM paintbrushes will pick up and deliver more paint per stroke and cover more area than before, and in less time, and without leaving brush marks.”

Weiss also pointed to a new series of quality paintbrushes built for the consumer and the discerning professional featuring an exclusive GAM



● **The PX® series of professional paintbrushes from Great American Marketing offers a quality tool at a value price.**

combination of synthetic bristle and pure bristle, which is referred to as the company’s “Chardonnay Blend.” It’s an all-in-one brush series suited for both water-based and oil-based paints.

Paint rollers are an important part of GAM’s success as well. The company produces low-nap fabrics for use with enamels on smooth surfaces (in areas such as kitchens and bathrooms), medium-nap fabrics for smooth and

semi-smooth surfaces (in areas such as living rooms, bedrooms and dens) and high-nap roller covers for painting rough or uneven surfaces (masonry, brick or stucco).

Worldwide Reach

It’s not just that GAM products are manufactured overseas, the company also has four distribution centers across North America (Valencia, Calif.; Atlanta, Ga.; Toronto, Canada; and Monterrey, Mexico), which enables the products to reach a worldwide customer base. GAM products are available for immediate delivery throughout North America or with a lead-time of 30 to 60 days from factories in China.

“We are the strongest company in our category with legs on two continents,” Weiss proudly stated. “We are standing tall on two legs in North America and Asia.”

Additionally, GAM offers wire brushes, putty knives, scrapers and other related paint sundry items for a variety of companies. “We work with many of the world’s leading manufacturers, distributors and retailers under the brand of their customer,” said Weiss. “GAM also offers additional protected label products for co-ops, buying groups and other related entities. Realizing that the priceless ingredient of any product is the integrity of its maker, GAM goes out of its way to preserve and protect relationships, including confidential arrangements when the buyer wishes to create the impression among its customers that they themselves are the manufacturers of the product.”

Hundreds Of Products

Along with the private-label business and successful roller sales, GAM offers hundreds of related sundry items including, but not limited to: dust masks, safety products, caulking guns, drop cloths, wire brushes, putty knives and scrapers, which are available from other factories with whom GAM co-ventures. “Almost 1,000 SKUs in more than a dozen categories are now



● **Utilizing all of that space in its storage facility in Valencia, Calif., Great American Marketing boasts an “always in stock” inventory provision, and most domestic orders are shipped 100 percent complete within 48 hours after receipt.**

available from GAM—a single reliable factory direct source. Consolidation of product lines through a single vendor helps customers to be more competitive and helps GAM to grow,” Weiss said.

Of course, the backbone of the GAM business continues to be its production of quality paintbrushes. The company started with just opening price-point brushes and rollers. But, eventually GAM pushed ahead with its HI-TECH® brand of brushes, which now features the HI-TECH® ULTRA® brush. The ULTRA brush series offers a polyester and nylon blend containing SRT filaments. The brush is tipped and flagged for maximum paint pick-up and release, and due to its fine chiseled edge, Weiss said the series is perfect for cutting a straight line around doors, windows and trim.

On the professional side of the market, GAM has solidified its name with the PX® series. Weiss said the company worked hard to develop a professional tool with a value price. The PX® series brushes feature white tip coppertone blended SRT filaments, tipped and flagged. The brushes also have stainless steel ferrules and are set in epoxy. They also feature an ergonomic handle made of smooth sanded hard wood. PX® is being expanded to include new fila-



● The facility also has a large space dedicated for the office personnel, as well as an impressive entry area for visitors.

ment blends and styles. Once again, GAM isn't standing still in the marketplace. The company continues to move forward with an emphasis on quality and value in the PX® series, as well as all of its products.

Top-Notch Facility

Amazingly, all of this work is filtered through a new state-of-the-art facility located in Valencia, Calif., in northern Los Angeles County. Weiss said the facility features more than 2.25 million cubic feet of storage on a five-acre site, so the company easily boasts of its “always in stock” inventory provision.

“Our modern logistical capabilities provide fast delivery to customers nationwide and worldwide,” said Weiss. “We are EDI-equipped, and most orders for domestic delivery are shipped 100 percent complete within 48 hours after receipt.”

Of course, a top-notch facility is

nothing without the carefully chosen personnel on the inside. Weiss said his executive pool of vice presidents (Paul Michalowski, Terry Partin and Bill Finn), the director of product development (Elliot Piltzer), logistics manager (Rick Snow) and production planner (Sheri Lahman) are setting a solid example for a strong future at GAM. “They are ably assisted by a well-qualified, highly responsive and experienced staff,” Weiss said.

While Weiss originally may have wanted to be a television or radio personality—he's a celebrity in his own right within the applicator business. Pulling no punches, Weiss summed up why he loves being in this industry. “Being on the cutting edge of innovation fuels Great American Marketing,” he concluded. “And, I love the competition. I actually enjoy it because I like seeing our products outperform everyone else's.” ■



● Moving up quickly from opening price-point brushes and rollers, Great American Marketing offers a high-quality brush for do-it-yourselfers. In particular, the HI-TECH® ULTRA® brush has a polyester and nylon blend containing SRT filaments. It's also tipped and flagged for maximum paint pick-up and release.



● Working from a top-notch facility makes it easy for Great American Marketing to fulfill all orders quickly and easily.