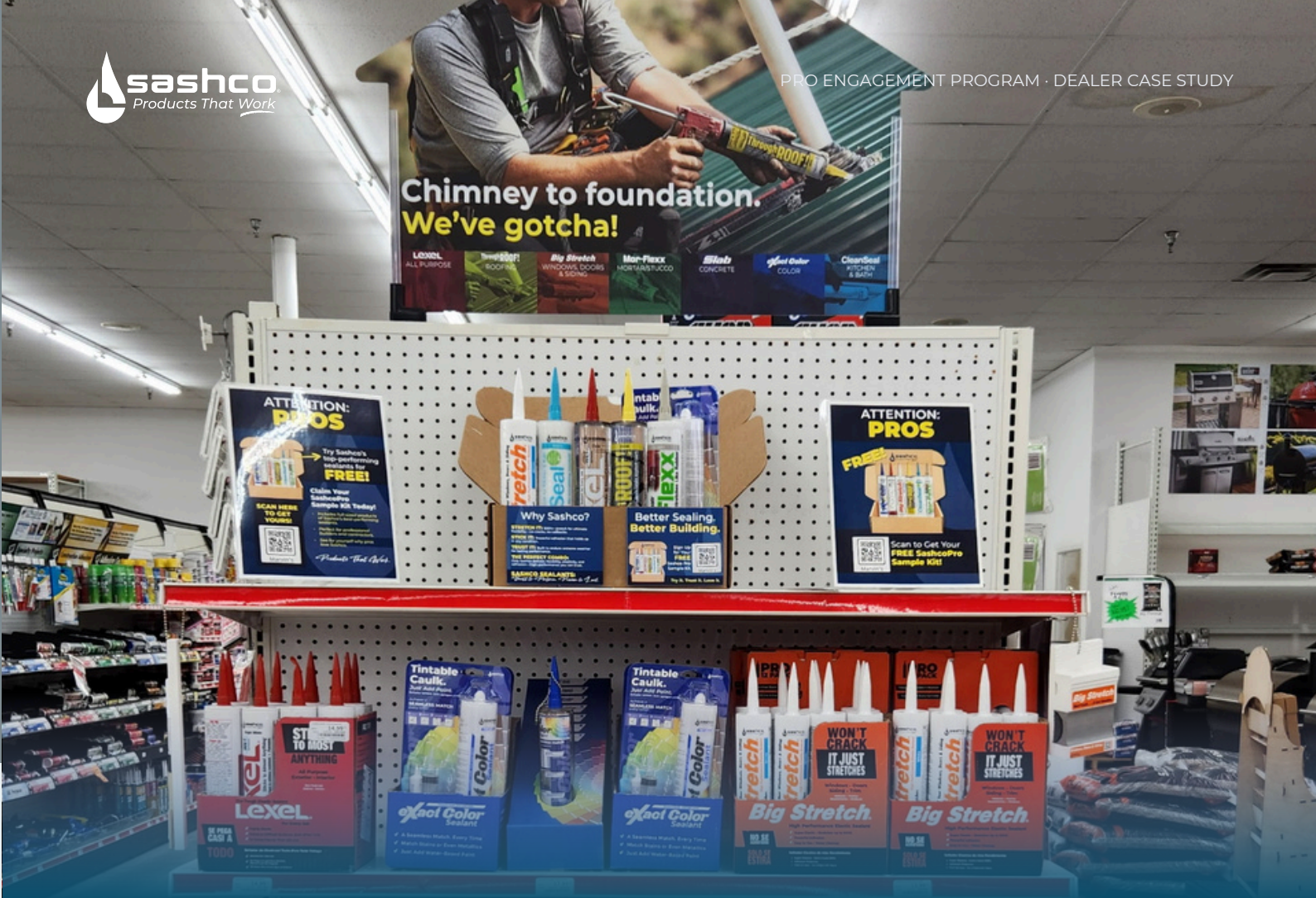




MARVIN'S HOME CENTERS · 27 STORES · 5 STATES

How Marvin's Grew Pro Sealant Sales Across 27 Stores with PEP

Giving professional contractors a better reason to buy sealants locally — without adding a single headache for store managers.

2,437

Cartridge increase in total Sashco sales during the four-month test

256

Professional contractors signed up for the program

65

Verified pro conversions to Sashco products

1,500–2,000

Sustained year-over-year cartridge lift in specialty products

THE GOAL

GIVE PROS MORE REASONS TO BUY AT MARVIN'S

Marvin's wanted to give professional contractors a better reason to buy sealants locally instead of making a separate trip to a specialty supply house — and to become the reliable partner a contractor counts on to get through the workday.

For a regional dealer like Marvin's, capturing the pro segment isn't just about moving more volume, it's about becoming the reliable partner a contractor counts on to get through their workday. If a pro can't find the right high-performance tool for a specific job, they'll take their entire "basket" of business somewhere else.

Convenience is a hollow promise if the product isn't actually on the shelf. For a contractor, a stop is only truly convenient if they're certain the specific product they need; for a roof, a window, or a driveway, is ready to go. To close this gap, Marvin's used the Sashco Pro Engagement Program (PEP) to test a new approach across its footprint.

THE PROBLEM

PROS COULDN'T ALWAYS COUNT ON THE SAME ASSORTMENT



27 LOCATIONS • 5 STATES

Pros need to know they can find the same products from one Marvin's store to the next. Operating across Alabama, Mississippi, Georgia, Tennessee, and South Carolina meant consistency was a challenge. A contractor working a job in Demopolis needs to know they'll find the same high-performance sealants if their next job takes them to Eufaula. When the assortment varies from store to store, pros stop relying on the dealer and head back to the specialty supply house.

Before this rollout, Marvin's was predominantly a "DAP house." While that carried the basics, the sealant category was often inconsistent and didn't offer the higher-end options pros expect. This created a problem behind the counter, too: without the right tools or training, store employees often defaulted to recommending the cheapest tube on the shelf just to get the customer out the door, rather than finding the best solution for the contractor's job.

Marvin's needed a way to standardize its pro offering and give staff more confidence, without creating extra work for store managers.

WHAT CHANGED

ASSORTMENT, SAMPLING, AND TRAINING

Changing a professional's buying habits requires a simple, three-part plan: get the right products on the shelf, let them try it for free, and make sure the staff knows what they're talking about.

ASSORTMENT

Marvin's installed consistent endcap displays in all 27 stores — 13 three-foot sets and 14 four-foot sets — using a "Chimney to Foundation" header to guide customers to the right application. Vibrant orange for Big Stretch and bright blue for eXact Color made clear these aren't just standard caulks, but specialized tools for the trade.

SAMPLING

Pros are often hesitant to switch brands on a client's job. Contractors scanned a QR code on the "Attention Pros" signs to receive a free \$70 sample kit, with Sashco handling all shipping and fulfillment. Contractors often test samples on their own homes first — once they see it work at home, they trust it for a customer's job.

TRAINING

Sashco reps provided hands-on product knowledge training so store teams understood which products fit which jobs. Instead of being intimidated by pro questions, employees could confidently point to the right solution instead of defaulting to the cheapest product.

“It made recommendations a lot simpler.”

STORE MANAGER · MARVIN'S DEMOPOLIS, ON ASSORTMENT + TRAINING COMBINED

WHAT CHANGED

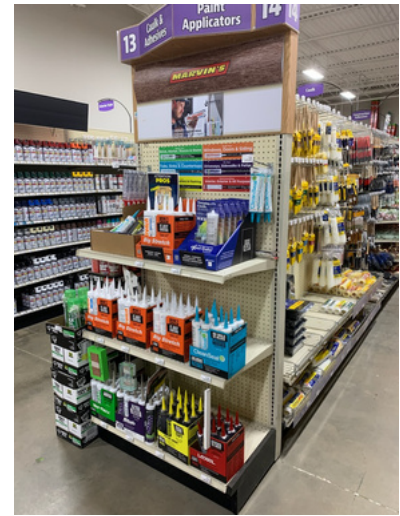
CONSISTENT, APPLICATION-BASED DISPLAYS — FROM ALABAMA TO SOUTH CAROLINA



Arab, AL — the "Chimney to Foundation" endcap guides pros from roofing sealants down to foundation and slab repair.



Eufaula, AL — consistent Marvin's-branded signage and the free SashcoPro sample kit offer, placed at the paint department.



Columbus — the same 13/14 aisle placement and product mix, repeated store to store.

These displays, positioned near high-traffic paint aisles in every state from Alabama to South Carolina, ensured a professional experience that felt the same at every location. These store changes were straightforward to pull off, but they produced some very hard data during the test period. Store managers found the sets easy to execute, with zero negative feedback on maintenance or the rollout process; and the assortment gave pros specific, application-based reasons to buy instead of defaulting to whatever was cheapest on the shelf.

THE RESULTS

MORE SALES WITHOUT MORE HEADACHES

In a retail rollout, "no news is good news." For Marvin's leadership, the best part of the program was how easily it integrated into daily life.

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Professional sign-ups for the sample program

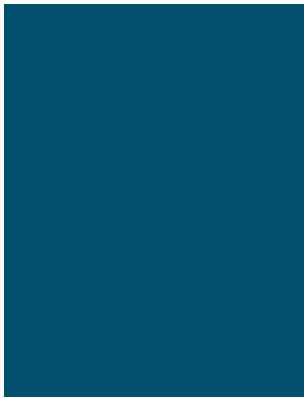
This growth gave Marvin's a much better mix of products in the category. Instead of relying almost entirely on Lexel Clear, the program gave contractors specific reasons to buy application-based products. That didn't just move more tubes, it meant pros were finding the "right tool for the job," leading to happier customers and a healthier category overall.

"I know that's 52 customers that are very, very happy with the fact that we had it because it's a great product."

SEAN DHONDT · OVERSAW THE MARVIN'S PEP ROLLOUT, ON EXACT COLOR

THE ADVICE

WHAT MARVIN'S WOULD TELL ANOTHER DEALER



In this business, advice from someone who has been on both sides of the counter carries the most weight. Sean Dhondt, who oversaw the Marvin's rollout, brought a construction background to the project, looking at the program not just as a corporate move, but as a way to better serve the person standing at the contractor desk. His insight on the program's value was plainspoken: "A program is only as good as the data and the lack of headaches it provides for the manager." Because Sashco handled the heavy lifting of fulfillment and training, the program delivered results without the typical retail "noise."

"I personally think they'd be a fool not to... if you have anything to do with home improvement, construction, repair, having these products is just a great thing to have."

SEAN DHONDT · ON WHAT HE'D TELL ANOTHER DEALER CONSIDERING THE PROGRAM

CONCLUSION

A DEPENDABLE EXPERIENCE, A SUSTAINED WIN

By using the Sashco Pro Engagement Program, Marvin's transformed its sealant category into a consistent resource for professional contractors across five states. Marvin's stores now have the products pros need on the shelf, employees recommend those products with confidence, and professional business that used to walk out the door now stays in the store.

The result is a more dependable experience for the contractor and a significant, sustained sales win for the dealer.

