



Welcome New Retailers!

We're so excited that you're part of our family of fabulous retailers! Here's a summary of some of the points we'll cover in our New Retailer Lunch & Learn Zoom meeting! Hope to see you there!



So **WHY** Rethunk Junk?



No Sanding.
No Priming.
No Waxing.
Fabulous Results.





The 3 Basic Steps of Rethunk Junk...

1



1. Prep
2. Stain Top
3. Protect

2



1. Prep
2. Paint
3. Protect

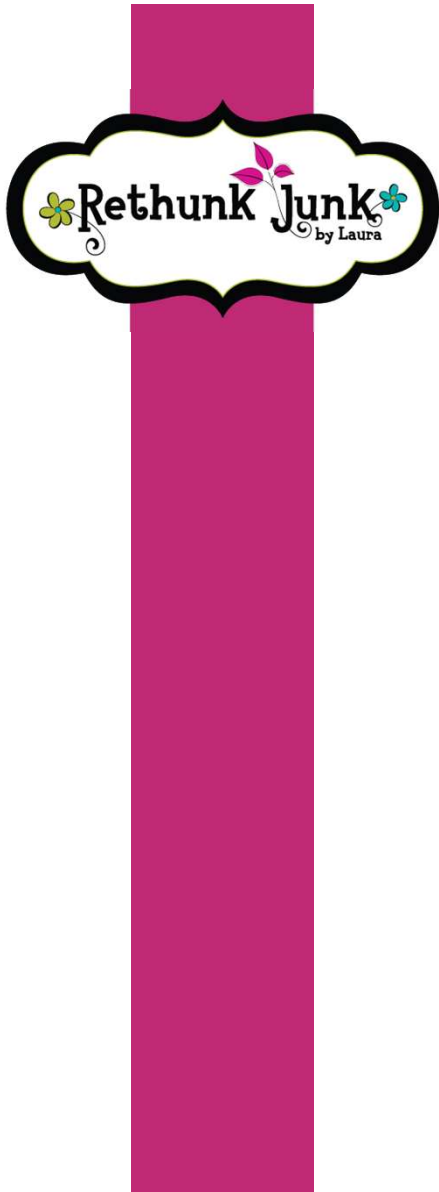
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The *extras* of Rethunk Junk...





What makes for a *fabulous RTJ* display?

Signs

Rethunk Junk basics (No Sanding, No Priming, No Waxing)
Prices, Product Education, Additional Services

Inventory

Plenty of stock on the colors you carry. Distribution of a good selection of Rethunk Junk products.

Merchandising

Visually appealing display with organized products.

Demonstration

Color samples and painted pieces to demonstrate “before and after”







Tools to sell Rethunk Junk...

Product Education Printables

Informational Marketing Materials

Frequent Buyer Punchcards

Paint Recipes

Resin Paint

Paint Recipes

| | |
|--|--|
| Coccony 3 parts Cotton 1 part Robin's egg Blue | Bareflower 3 parts Barn door 2 parts Sunflower |
| Cream 1/2 part Cotton 1/2 part Putty | Pink 1/2 part Vintage Coral 1/2 part Barn Door |
| Pinked Pink 1 part Vintage Coral 1 part Barn Door 1 part Cloud | Sage 1/2 part Seaside 1/2 part Putty |
| Arctic Green 1/2 part Denim Blue 1/2 part English Ivy | Blush 1/2 part Vintage Coral 1/2 part Cloud |
| Porcelain 1/2 part Gray Mist 1/2 part Putty | Deep Purple 1/2 part Denim Blue 1/2 part Flamingo |
| Summer 1 part Denim Blue 1 part Flamingo 1 part Cloud | Misty Mice 1/2 part Putty 1/2 part Seaside 1/2 to 1 part Cloud |
| Denim Egg 1/2 part Denim Blue 1/2 part Robin's Egg Blue | Your Mix: _____ |
| Your Mix: _____ | Your Mix: _____ |

Share your mixes on our facebook main page!

Social Media Content

Tutorial Videos



Don't forget THE PREP!



With Rethunk Junk you can skip the sanding & priming but...

don't skip THE PREP!

What does The Prep do? It cleans & de-glosses the surface—preparing your project for beautiful, durable adhesion!

How do you use it? Apply The Prep, let it sit for a few minutes, then wipe it off. Repeat until the cloth is clean.

Can I substitute another cleaner? There's no substitute for The Prep! We love shortcuts...but every project should start with The Prep!

What would you paint if you knew you couldn't fail?
Purchase 5 RTJ Products and receive a free RTJ gift



Get Social with Rethunk Junk...



Rethunk Junk

hosts "Thursdays at 3ish"
Official public page
Follow and share

Rethunk Junk by Laura Paint Q&A

{our fun forum for everyone
to share projects and tips}

Rethunk Junkies

hosts "Tuesdays at 2ish"
Private group for RTJ Retailers
Request to join

The Painted Schoolhouse

Follow all the latest of the
transformations happening
with Rethunk Junk at the
schoolhouse in Millen

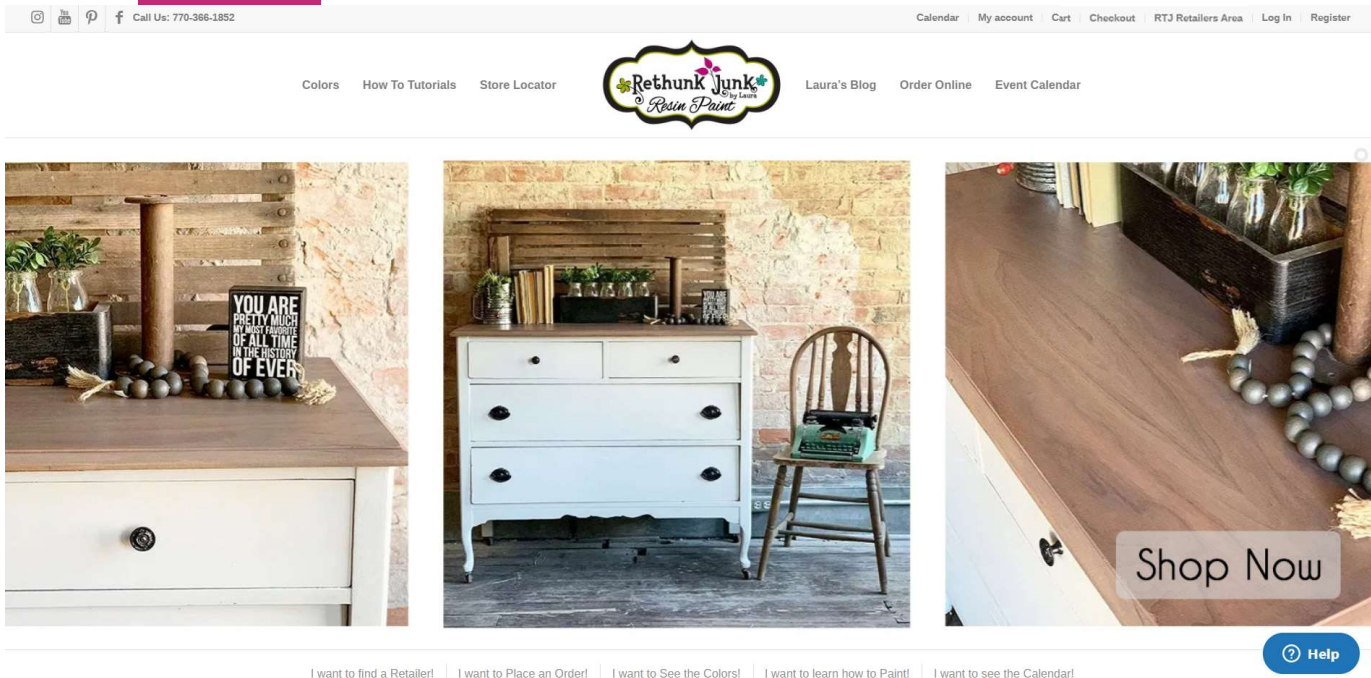
Rethunk Junk

Official YouTube channel
with tons of tutorials and
resources



Ordering Rethunk Junk...

www.rethinkjunkbylaura.com



CODE 300
save 5%
on orders \$300+

Retailer
Coupon
Codes

CODE 500
save 10%
on orders \$500+

CODE 750
save 12%
on orders \$750+

Order more...
save more!



Drop Shipping Rethunk Junk...

1

Take your customer's order and collect full payment + shipping.



+ shipping

\$9.95 for order <\$100
10% on orders >\$100

2

Log on to your RTJ retailer account and submit the order.



www.rethinkjunkbylaura.com

Update info so your customer is the "Ship To" customer

Note "DROP SHIP" in the notes section.

3

RTJ will take it from here!



Ships directly to customer

Drop ship orders typically ship in 3-5 business days



Contacting Rethunk Junk...

1

Questions about your store inventory orders including errors and damages...

Bethany – wholesale@rethinkjunkbylaura.com
cell: 270.792.6631

2

Questions about Drop Ship orders...

Rachelle – customerservice@rethinkjunkbylaura.com

3

The latest Retailer news and updates directly from Laura....

Tuesdays at 2{ish} in the Rethunk Junkies Facebook Group
watch the replay or look for the follow-up summary email from Bethany



We're so glad you're part of the
Rethunk Junk Family!