

For immediate release

Plymouth Residents Benefit From Local "Service with a Smile" Shop

Plymouth, MA - Sometime between the billowing of tulips and the hum of lawn mowers, the age-old question of spring home improvement arises: to paint, or not to paint?

Rocking the color spectrum, energetic hues like kiwi green, watermelon blush and tangy tangerine are emerging, and paint sales are sky-high and soaring because of them. Twenty dollars will easily get you a gallon of color, but what about all those helpful tint hints and how-to savvy? They're free, of course, if you come across a "tried and true" shop that actually cares about its customers - a rare find these days.

However, if you're lucky enough to live on the South Shore, Factory Paint & Decorating is as customer-centric as it gets. Priding itself on the staff's unyielding drive to keep every customer smiling and each of their homes in tip-top shape, this family-owned chain of decorating stores is well known throughout the area for quality product selection, reliable industry know-how and its impeccable "service with a smile" approach.

Take "Ed and Fred", for example.

The dynamic duo, whose presence in the Plymouth location has garnered a cult following of customers, has about sixty years of combined experience in the paint industry.

Hailing from a small retail paint store in Duxbury, Ed Burke boasts a solid twenty-five years of experience in the business. After years spent as a sales rep and a paint contractor, there's no doubt that Ed knows the industry inside and out, and he's more than willing to share both his knowledge and time with inquiring minds. Considering his well-rounded combination of education and experience, it's obvious why folks from the South Shore all the way to Cape Cod love him. "Customers come first. That will never change," Ed says. Words to live by, it seems, as a staggeringly high percentage of his contractor business has followed him to the Factory Paint & Decorating Plymouth location.

Fred Churchey's success story parallels that of Ed's. With thirty years of paint industry experience, Fred swears by going the extra mile for customers. Evidently, all those miles have added up to something much more, as paint-savvy "Fred fans" have followed him all over the South Shore, from Marshfield and Brockton down to Kingston and Plymouth. At one point, Fred had a brief stint at a home improvement superstore, but felt that the big-box atmosphere inhibited him from getting to know his customers on a personal level. Like Ed, all roads led to Fred, and his dedicated circle of clientele continues to trail right behind him. When asked about the success of his following, Fred says it's simply because he's "a firm believer that once you start something, you finish it."

This May, watch for Factory Paint & Decorating on Comcast's newly created home improvement series, American Builder. Hosted by famed Boston reporter Sara Edwards, the show's segments are strung together as a series of hands-on faux finishing demonstrations, covering how-to basics like interior painting and also more advanced techniques like ragging, color washing and strie. Episodes of American Builder will air this May on the Comcast channel, CN8, at 7:30pm. Check your local listings for airdates.

If your faux finishing questions just can't wait until May, in-house expert Ed will be holding ongoing, in-store "Faux Finishing 101" demonstrations from 10am-1pm on April 2nd at the Factory Paint & Decorating Plymouth location.

With plenty of value, service and experience behind this family-owned business, it's easy to see why Factory Paint & Decorating has been a South Shore success story for well over fifty years. Specializing in paint, sundries, wall coverings, flooring, carpeting, window treatments, home accents and interior design, Factory Paint & Decorating Stores are conveniently located in Weymouth, Pembroke and Plymouth. Visit their newly refreshed website at factorypaint.com.