

Case Study

Shirley, LilyPond Vintage

About Shirley's Store

Located in Elmsdale, Nova Scotia, LilyPond Vintage is a treasure trove of unique, one-of-a-kind vintage finds. Since opening our doors in 2017, our shop has become a go-to designation for vintage custom painted furniture, home decor & DIY paints.

Why Country Chic Paint?

I was looking for a paint that could be used for most applications yielding great results for a novice painter. After discovering Country Chic Paint on Dragons' Den I was impressed by a product that not only had attractive packaging, but was also eco-friendly and required little prep. I decided on Country Chic Paint because it was user friendly, had great coverage, low VOC's with little-to-no odor, and was made in Canada. It's important to me to offer our clients a great product with low environmental impact.

There are a lot of good paint companies out there, but some are better than others to deal with when it comes to damages or delivery issues. Over the last 7 years we have not had any concerns with shipping or orders received from Country Chic Paint. Sure, occasionally mistakes may happen, but the customer service team at Country Chic Paint are always quick to resolve any issues. It's important to us to work with a wholesale company who values their retailers, understands the importance of getting orders out quickly, and is there to answer any questions we might have.

Becoming a Retailer

Becoming a retailer was an easy process with Country Chic Paint. Loretta at Country Chic Paint was friendly and explained everything I needed to know to sign up as a retailer. Within a few short weeks we were excited to start selling Country Chic Paint.

Results

Most people on the east coast had not heard of Country Chic Paint when we first started selling paint in 2017, but once our customers tried the paint for the first time they loved the amazing coverage. It was a good business decision to offer a quality paint line in our shop as it was a consumable item that brought us repeat customers, helping us grow our brand.

Customers who have tried other brands have told us they're surprised at the coverage of Country Chic Paint and how easy it was to fix any mistakes. Now that we've been selling the paint for many years we've started to hear back from clients about how durable the paint is and how well it has stood up to a busy household for kitchen cupboards or an exterior door. A true testimony proving that a chalk-style paint can be as durable as an acrylic paint, but without the fumes and easy clean up.

We love the versatility of Country Chic Paint and feel it adds great value to our business, a product that customers can trust to be safe for their family and home.