

LAUNCHPAD

More Than Just Aerosols! If There Is A Surface There Is A Rust-Oleum

4/21 2:00pm-2:15pm EDT

Rust-Oleum is celebrating its 100th year in 2021 and many of you know us as just an aerosol company. That makes sense since we are the largest aerosol paint manufacturer in the world. However, through innovation and acquisition, Rust-Oleum is now a world leader in floor coatings, roof coatings, primers, cleaners and mold control!

Join Rust-Oleum's Jim Weldon as he shares:

- Rust-Oleum's Evolution as a company
- Rust-Oleum's digital and communication transformation
- Rust-Oleum's Onsite/Hands-on Architectural and Tech Service Support Teams
- Rust-Oleum's Category Management team optimizing customer profitability through POS analytics
- Rust-Oleum's experienced, certified and product-focused industrial sales team

We are a world-class company providing solutions for an evolving channel. There is so much more to Rust-Oleum than just aerosols.

Speaker Bio:

Jim Weldon
National Account Executive, Rust-Oleum



Over 20 years in the industrial market, including 15 years with Rust-Oleum. Jim has worked with industrial distributors throughout the country and has a history of growing sales by bringing new ideas and new products to industrial distributors.

Learn more about ISA 21 [HERE](#)