



**HAYMES PAINT**  
INVESTING IN THE  
FUTURE, TODAY.

[www.haymepaint.com.au](http://www.haymepaint.com.au)

A Case Study



## HAYMES' REQUIREMENTS

- Redevelop a Website and implement an Online Strategy
- Develop an Online Electronic Colour Tool Solution
- A low cost Visualisation Tool for consumers to take home or to download
- A user friendly Content Management System for internal staff
- Develop an Electronic Formula Book
- Integrated Business and Marketing Strategy to build an Electronic Membership and Loyalty program.



## BACKGROUND

When David Haymes says paint flows through his veins, he really means it. For the Haymes family, paint is more than a business – it's an obsession.

Proudly Australian owned and operated, Haymes Paint has always been made for Australians, by Australians. From a company that began hand-mixing and tinting its premium quality paints in 1935, Haymes Paint has grown to a truly national company – employing more than 150 staff and distributing its products to all areas of Australia.

To survive and prosper in today's highly competitive marketplace, Haymes Paint has built and maintained an unsurpassed reputation for quality. Their proud claim that 'we never take shortcuts on quality' is the very reason why many in the industry believe Haymes Paint produces the best paint money can buy.

The Haymes Paint brand has been built up over its 70 year history and is now a hallmark of excellence throughout Australia, with its paint sold in over 400 outlets across the country and in 15 dedicated Haymes Paint stores.

Indeed, the Haymes Paint name has become synonymous with passion, integrity and character, and with the help of Autech Software & Design, it is these values that will form the foundation for their success in the 21st century.



David Haymes

“  
PASSION. INTEGRITY.  
CHARACTER.  
”

*Since 1935*





## OBJECTIVE

Drive the Haymes Paint brand into the 21st century by:

- Providing customers with the industry's best electronic colour solutions;
- Develop the most user-friendly and interactive paint website; and
- Utilising technology to better understand customer needs and wants

The Haymes Paint brand is moving forward. In early 2005, Haymes Paint celebrated their 70th birthday. Coinciding with the anniversary of the company's establishment, Haymes Paint developed a new branding strategy and introduced a new logo to the marketplace. It is the dawn of a new era and an opportunity to breathe new life into the Haymes Paint brand while retaining its ongoing commitment to their quality positioning.

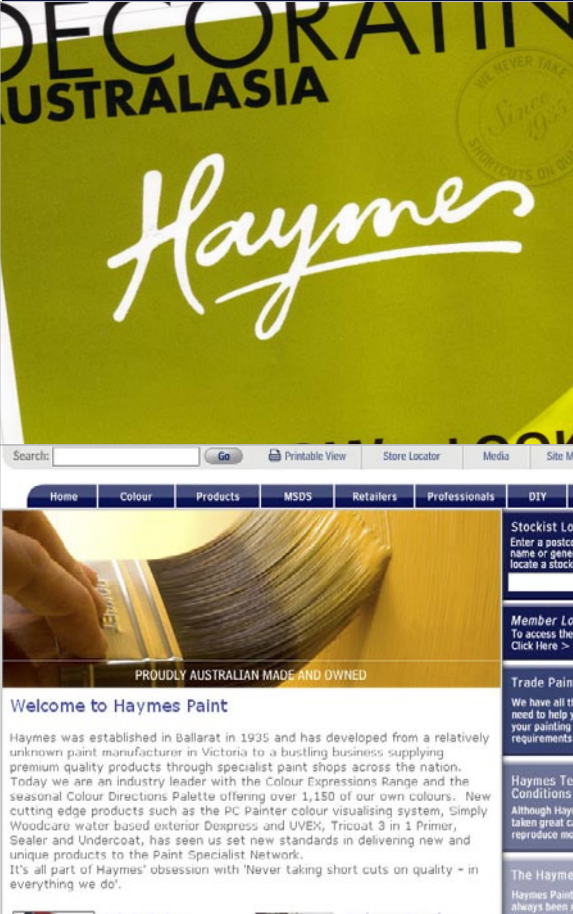
It is an exciting time as Haymes Paint invigorate and invest in the brand and the company to meet the challenges of a highly competitive, ever-changing marketplace. The aim of this strategy was to modernise and refresh the brand yet keep Haymes Paint's greatest asset in place – its value of quality. Haymes Paint's objective was to continue providing their client base with quality and excellence in colour selection – and to take advantage of rapid improvements in the presentation and availability of electronic colour sales aids.

Haymes Paint demanded a forward thinking strategy to provide customers with greater flexibility in time and location when selecting colour, and increased customer satisfaction and higher cost effectiveness throughout the process. Always at the forefront of technical innovation, Haymes Paint also wanted their new website to host new and advanced ways to offer digital colour solutions to their clients.

Whilst providing these innovative e-colour solutions, Haymes Paint also wanted to control the content of their website – saving valuable time and money by editing, adding and updating pages in-house, rather than paying a web hosting company to handle these changes.

As their electronic colour solutions provider for over 8 years, Haymes Paint turned once again to Autech Software & Design to help drive the company into the 21st century.

“  
We Never Take  
Shortcuts on Quality  
”



## SOLUTION

- Development of the industry's most modern and sophisticated website, complete with the most innovative and user-friendly e-colour tools.
- Implementation of Autech Software & Design's Content Management System to allow Haymes Paint to update their website internally and instantaneously.
- Redevelopment of the Haymes PC Painter using the latest in colour visualisation software technology.
- Development of the Haymes Formula Book software to house all formulas as well as all competitor formulas on one CD.

Haymes Paint is recognised as the leading provider of computer assisted colour sales aids throughout the industry. The industry bible, 'Decorating Australia', voted Haymes Paint the leader in bringing innovative colour solutions to the Australian public. Working together with Autech Software & Design, Haymes' partner in electronic colour since 1998, Haymes Paint enhanced their reputation as quality and innovation leaders by totally redesigning their website and developing e-colour tools to fit with their new look, logo and colours.

Haymes Paint wanted their new website to convey these company values in terms of look, feel, content and usability – giving the user the best overall 'online experience'. To enhance this experience, Autech Software & Design developed a number of advanced, user friendly, interactive electronic colour tools to be hosted on the Haymes Paint website. The website now features fun and interactive tools developed by Autech's talented team of designers, which provide customers with a greater understanding of how a colour will look on their walls; tools such as:

- online colour cards - which look and feel just like their hard copy counterparts;
- online fan decks - complete with an online colour chip ordering system;
- an online scheming centre;
- various colour games: How colour works - The emotions of colour

These tools all provide customers with a greater understanding of how a colour will look on their walls, and enhancing the complete online experience. With the introduction of these tools, Haymes Paint can now allow their customers to experience everything they would in a paint store from the comfort of their very own home 24 hours a day 7 days a week. By utilising these new online tools, the customer's difficult decision of 'what colour do I choose' is now a thing of the past.

In addition to the Haymes Paint site, Autech Software & Design also completely redesigned the Haymes Paint Wizard website – a one-stop-site for all your painting needs, with information and tips on everything anyone would ever need to know about painting any surface. [www.paintwizard.com.au](http://www.paintwizard.com.au).

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**Haymes Paint – Australia's leading e-colour solutions provider**  
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By utilising Autech Software & Design's Content Management System (CMS), Haymes Paint can take full control of their online content – allowing them to update their website any time of the day or night quickly and easily. No more waiting for days for a web development company to make minor changes to the site - all the while charging by the hour.

Another major technological coup for Haymes Paint was the development of the Haymes Electronic Formula Book which Autech has spent the past 12 months developing. The Formula Book allows Haymes Paint to contain all its formula's on one CD, as well as every formula of every competitor – over 30 companies and almost 25,000 colours. All formulas are accessible from a single CD-ROM with instant updates available to download whenever a formula changes, or a new one is added. This will save Haymes Paint thousands of dollars in printing costs alone.

Initially launched at the Australian National Mansion 'Lambassa', Haymes Paint's and Autech's digital colour solutions are the envy of the industry, and competitors are often following Haymes Paint's lead when it comes to electronic colour – both on CD-ROM and online. The Haymes Computer Painter and other digital colour tools regularly feature on lifestyle TV shows such as 'Our House' and at home and trade shows across the country.

The latest version of the Computer Painter has just been launched – now called the Haymes PC Painter – and is targeted at the home user, rather than professional customers. The PC Painter contains over 20 pre-schemed interior and exterior images for customers to view, as well as allowing users to import their own images to visualise how their home will look without lifting a brush. All Autech Software & Design visualisers create harmonious colour schemes at the click of a button, with the PC Painter being no exception, storing endless combinations of colours to compare and print. Autech's programs are the only ones of their kind in the world that allow users to export image files from the software as well as create small interactive applications to email family and friends, or even their painter or builder, to show them their desired colour schemes. These applications can be used to edit the colours on the image and then save these changes, allowing the application to then be emailed back to the sender – complete with the new schemes.

This new home version is available for customers to purchase either from one of Haymes Paint's 400 outlets across Australia, or ordered online for \$14.95 (AUS) RRP.

“ see your painted home without lifting a brush ”



Whenever a customer registers the Haymes PC Painter, their details go directly into a database managed by Autech Software & Design. Haymes Paint can now use this valuable data for marketing purposes – giving them a direct link to the customer. Haymes Paint have utilised this information and emailed out online newsletters to their customers, welcoming them to the ‘exclusive’ online Haymes Paint Club. These newsletters have contained the latest company news, painting tips, new product reviews, and discounts – yet another way to build brand loyalty and to bring the customer back into Haymes Paint stores.

The latest version of PC Painter, and all new editions of Autech Software & Design’s colour visualisation software, includes a built-in statistical information gathering application that collects anonymous data and sends it back to the Autech database. Such information collected includes the most popular tools and features of the software, what tutorials were viewed, and which colours were most selected. This feature is a powerful tool – especially in terms of determining which colours customers are using. Out of 1500 total colours available, what if only 200 of them are ever used? The data collected from the software can be used to determine the next set of forecast colours for the coming season based on the most popular colours being selected today.

Autech’s understanding that colour software solutions would direct consumers back into Haymes Paint stores was reinforced with paint gift vouchers included in the software packaging. Packaged with the software is \$15 worth of vouchers which can be used at any Haymes Paint store the next time the customer purchases some paint. Not only is this great for the customer, it is also great for Haymes Paint, bringing the customer back into their stores to buy Haymes Paint, and building brand loyalty.

In conjunction with these e-colour solutions and the new website, Autech Software & Design, working closely with the Haymes Paint management team, have carefully formulated a 5 year plan for Haymes Paint to follow, placing them at the forefront of the industry in terms of technology, innovation, quality and business and marketing strategy.

“ Leaders in technology, innovation and quality ”





This strategy, among other things, involves building upon the online membership of Haymes PC Painter users who have registered for online newsletters. An Autech Software & Design initiative, Haymes Paint will introduce a Haymes Paint Loyalty Club card as a way to get even closer to their customers. Members will not only receive newsletters, but also be able to order free chips from the online fan deck and receive even further discounts in store as Haymes' way of thanking those customers for their continued patronage.

It is predicted that membership for the Haymes Paint Online Newsletter, and consequently the Haymes Paint Loyalty Club, will reach 50,000 within 5 years. In that time, exclusive 'member only' live webcasts are planned to be the broadcast over the internet for users to log in to and view. Another Autech Software & Design initiative, these webcasts will be the first 'live' online training videos broadcast directly into members' homes via the internet. They will happen once a month and follow a TV-style format, containing tips and hints for using different types of paints and painting techniques, and feature new products available in Haymes Paint stores. This is yet another way for Haymes Paint to utilise technology to build brand loyalty and reward their customers for their support of the Haymes Paint brand. It also brings customers back into the Haymes Paint stores and repeatedly purchase Haymes Paint products.

With the implementation of the new branding strategy, their new website, innovative colour tools and an industry-leading future-driven plan, the outlook has never looked brighter for Haymes Paint and their customers.

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The Future Has  
Never Been Brighter  
”



Trade Program



Loyalty Program



Stockist Program



Professional Program





## OUTCOME

“Haymes Paint. Investing In The Future, Today.”

Nothing encapsulates this statement better than Haymes Paint’s sleek and modern website, its innovative e-colour tools and the market-leading Haymes PC Painter – all custom built by Autech Software and Design. Rodney Walton, Haymes Paint General Manager, has stated, ‘We will continue to invest in the Haymes Paint brand and its premium quality positioning’. This is typified by the amount of research and planning that has been invested – both by Haymes Paint and Autech Software & Design - into the relaunching of the Haymes Paint brand and the subsequent development of the new website and e-colour solutions.

Innovations such as the new Haymes PC Painter, open new opportunities for this enthusiastic and forward thinking company. Shane Wright, the Victorian Manager for Trade Business, says ‘these new colour tools are not only exciting for designers and our home market, they create new opportunities for the trade. Today, painting and decorating schools across the country have incorporated our PC Painter into their apprenticeship curriculum, and teachers introduce their students to better ways of learning about colour, and of presenting it’.

Haymes Paint’s National Sales & Marketing Manager, Jamie Freeman is extremely proud of Haymes Paint’s new website and e-colour tools; ‘On behalf of Haymes Paint, I heartily congratulate the team at Autech for the wonderful website and electronic colour solutions you have developed for our business. There has been a lot of hard work, creativity and planning to achieve this result and it is a credit to your company.’

The PC Painter, along with the new Haymes Paint logo, branding and website was launched at a gala event in September 2005, and coincided with a \$1.5m TV and print campaign. The launch and ensuing campaign will be part of the biggest media spend in the company’s 70 year history and will reinforce Haymes Paint’s position of quality and innovation leaders.

This new branding and promotional strategy, coupled with a new state-of-the-art website, industry-leading electronic colour tools, and the next generation in visualisation software, the PC Painter, will see Haymes Paint take the next step in its long and distinguished history. It has modernized and refreshed its brand for the market of tomorrow, yet still maintained its 70-year-old company values of founder Henry Haymes - quality and innovation. Henry would be as proud today as he was back in 1935 to put his name to this iconic Australian company.

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The team at Autech deserve a huge pat on the back for the tremendous work they have done on the website - it is going to be a really exciting tool for Haymes Paint and their customers to use.

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Kim Belsar,  
Haymes Paint Marketing Executive