



OUR STORY

Passionate about paint since 1960.

Beyond our excellent products, it is our dedication to service that sets us apart. Florida Paints is owned and operated by the Strube family, the original founders of **Color Wheel Paints**. With a **sixty-year legacy** of manufacturing over 70 million gallons of paint, the Strubes know the paint business better than anyone in Florida. Florida Paints is proud to have a team of the most experienced, knowledgeable paint people in the industry. Our mission is to always share with you our know-how for all-things-paint and deliver it with **confidence and a smile**. Choose a **Florida-formulated** paint made for the South by **passionate paint people**.



OUR PRODUCTS

Experience the Florida Paints' difference.

At Florida Paints, we focus on crafting products for our region that yield outstanding performance and exceptional value. Our paints, primers, and protective coatings are specifically formulated with the ingredients necessary to withstand the harsh, tropical Florida climate. They resist **wind-driven rain, salt spray, fading and mildew** better than ordinary name brand paints that use the same formula nationwide.

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WHAT AN IMPRESSIVE COMPANY!

The people at Florida Paints were very knowledgeable and made us feel welcomed. I'm looking forward to a strong partnership. I urge painting contractors, builders and do-it-yourself homeowners to give Florida Paints a try. You won't be disappointed!"

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**FLORIDA
PAINTS**