

The logo features the letters 'R', 'D', and 'A' in a bold, blue, sans-serif font. A large, red, curved swoosh or ribbon-like shape starts behind the 'R', loops around the 'D', and ends behind the 'A'.

R D A

REFINISH DISTRIBUTORS ALLIANCE

Your Collision Solutions Partner

RDA Group

Background



Refinish Distributors Alliance (RDA) was organized to provide common marketing and business approaches for leading Refinish Distributors, in an ever increasing environment of consolidation and competition.

Refinish Distributors Alliance (RDA) intends to **LEAD** our business in a consolidating industry, **GROW** our business with a commitment to our customers and suppliers, and **PROSPER** through value-added programs, quality products and relationships with our customer – the collision industry.



Refinish Distributors Alliance (RDA) is a national group of paint specialty distributors committed to delivering refinish products and exceptional value-added services to our customers and suppliers.

- RDA represents a cross-section of all major refinish brands and is supportive of the products, programs and projects of these companies.
- RDA represents a cross-section of distributors with sales in excess of \$350 million.
- RDA membership development focuses on members known for their integrity and commitment to success of both their business and their customers' businesses.

RDA's positive approach to growing business offers tremendous opportunities for manufacturers and suppliers, such as:

- Lowering sales and distribution costs.
- Increasing overall market share and profits.
- Marketing of new products and programs.
- Training, education and support.

RDA Group

Summary



- RDA is a distribution initiative designed to leverage the strength of individual Jobbers in an effort to become even stronger as one cohesive group.
- Only premium Jobbers from around the country will be considered as members.
- Members will enjoy the benefits of group strength through purchasing power and dynamic programs.

For more information on RDA, contact:

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