

Pitch Ideas

DAP can provide product to be displayed and/or used in the below segment ideas. If needed, a DAP representative could join the host(s) on-air.

Free Stuff

Looking to award or incentify your audience with product giveaways? Consider a do-it-yourself kit from DAP. One cartridge of DAP® KWIK SEAL® 3.0, a caulk gun, blue masking tape, a towel and a tool to remove the old caulk is all you need to caulk your shower or tub. And best of all....you can use it in three hours. That is why DAP® 3.0 is all you need to know.

Will it Work?

You have a three-hour morning show and want to inform your viewers (consumers) what products are really worth the money. Put DAP® KWIK SEAL® 3.0 to the test. Formulated with innovative Kwik Dry® technology, this sealant can be applied at the start of your show and be exposed to water without washing out at the end of the three-hour broadcast. Other caulks normally take 24 to 36 hours before exposure to water is permitted, but we guarantee DAP® KWIK SEAL® 3.0 will work in three. DAP® 3.0 is all you need to know!

Be Choosy

The caulk aisle defines the word variety, but DAP® 3.0 is all you need to know. Contact us for tips on choosing the right caulk for any job. From acrylic latex to hybrid technology and everything in between, DAP can help you define any caulk option in layman's terms and suggest appropriate applications. For example, DAP® KWIK SEAL® is your best choice for caulking and sealing in the kitchen or bathroom.

Building Green Living Green

More homeowners and contractors are looking for greener products to help them complete their next home improvement project. When it's time to focus on the kitchen and bath, don't forget about products like paint and caulk that are low in odor and VOC content (volatile organic compounds). Look no further than DAP® KWIK SEAL® 3.0. DAP® KWIK SEAL® 3.0 has extremely low odor and virtually no VOCs making it the ideal choice for your indoor kitchen and bath projects. DAP® 3.0 is all you need to know.™

Prep the Nest

Getting ready for your first big move? Or know someone that would benefit from a handy housewarming gift? Offer your viewers a useful and clever gift idea, like filling a new toolbox with a small power drill, a couple cartridges of DAP® KWIK SEAL® 3.0, a caulk gun, a screwdriver and other useful tools and gadgets that will keep a homeowner prepared for any repair task. Show them that DAP® 3.0 is all you need to know!

Ain't Wasting Time No More

On demand. Instant messaging. Hand-held devices. All show a sign of the times – we're living in a fast-paced world. DAP is keeping kitchen and bath projects up to speed with new DAP® KWIK SEAL® 3.0. Most of your viewers probably do not have the time to wait 24-36 hours to use the area after caulking. Now, they can caulk and shower in three hours, and know the job is done once, done right and done for good because DAP® 3.0 is all you need to know!

Premium Details for a Quality Remodel

The average cost of a bath or kitchen remodel is \$10-15,000. If your viewers are shelling out that kind of money, shouldn't they use a premium caulk around those high-end fixtures that won't crack or shrink? Possibly a caulk with Microban® antimicrobial product protection, low odor and a lifetime guarantee? DAP® KWIK SEAL® 3.0 is all you need to know!



You'll
find us
in all
the
right
places.®