

INTRODUCING SAMAN PREMIUM

A NEW LOGO, A NEW LINE OF PRODUCTS, A NEW DISPLAY AND AN ENTIRELY NEW APPROACH TO INTERIOR WOOD FINISHES



August 13, 2025 (Victoriaville, Qc). – Over the last couple of weeks, SAMAN has been shipping the first orders of its new Premium line, specifically designed for specialized paint stores. Chief amongst the innovative improvements, a tint-base platform that enables stores to increase their sales while reducing their in-store inventory. Offered both in Canada and the USA, this solution is a small revolution in the category and aims to turbocharge the client experience while simplifying the life of in-store experts through superior platform performance, POP, support and training.

“The last two years have been quite busy over here, said Maxime Gagnier, president of SAMAN. Today, we are very proud to partner with more than a hundred stores that trusted our vision of a more inspiring, engaging and simplifying way to work with interior wood finishes. The response has been phenomenal, and more and more stores are reaching out to know what the buzz is all about. The tint-base system is nothing short of a game-changer, and people are eager to learn more.”

The Premium line spans across four families of product, which are the Waterbased Wood Stain (WWS), the Seal, Stain & Poly (SSP), a new Penetrating Oil Stain (POS) blending European technology with a North American flair, and the Waterbased Top Coat (TCP). Offering a complete and comprehensive lineup, the Premium line takes life in-store through the Color Center, a highly impactful and dynamic visual display, which showcases products on multiple wood species. Coupled with POP and smart support, such as SAMAN AI-powered chatbot SAM, the Color Center elevates the in-store experience to unprecedented heights.

THE EVOLUTION OF OUR LOGO, A NEW POSITIONING STATEMENT AND A NEW SIGNATURE

Legacy of the tree, front and center on the new Premium line packaging is SAMAN’s new logo, which combines a tree and a fingerprint. “The starting point of our work sessions was to try to echo how each plank of wood is unique, each project is unique, and each client is unique, and our logo captures these universal truths, added Mr Gagnier. We also wanted to have a signature that would highlight what we do and what we stand for, which is FINISH WITH STYLE. It’s both our company’s purpose and our promise to customers and clients alike: it’s the combination of what we make and the result they get, and it’s something we champion day in, day out.”

Also part of the redesign was the development of the SAMAN Experience, a series of initiatives that will shape how the company keeps innovating to transform the category. "We call it "the SAMAN experience" because that's what we aim to deliver: something that goes beyond the transactional aspects of business," said Mr. Gagnier. In a rapidly changing environment, our teams strive to constantly provide solutions and support that our partners and customers need to succeed. In turn, we succeed by relying on our four strategic pillars that both drive our reputation and keep us in motion: fueling your creativity, simplifying your life, building your trust and making together a positive impact."

SAMAN'S TRANSFORMATIVE JOURNEY: THE BEGINNING OF A NEW STORY

Over the next months, SAMAN will keep unveiling new components as part of its brand evolution. A new website, new social media platforms and a new product line for Big box and Hardware stores are among the projects that are expected to start this fall, in addition to multiple marketing and communications initiatives that will keep building the awareness and awesomeness around SAMAN.

"This marks an exciting new phase in SAMAN's brand presence and relevance in the market, and it's just the beginning. As both business and brand, we are fortunate to have a rich history of innovation and commitment to excellence and, together with our ownership group, our teams and our partners, we are hard at work to pursue our tradition of changing the game. And although we know that we might remain a drop of stain in an ocean of paint, we intend to be the most proactive, professional and profitable partner in our segment," concluded Mr. Gagnier."

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ABOUT SAMAN

SAMAN is a Canadian company specializing in high-quality wood finishing products, including stains, top coats and penetrating oils. Known for their innovative and environmentally conscious approach, they offer water-based, low-odor, and easy-to-use products for everything interior. SAMAN products are designed for various uses, such as staining furniture, varnishing floors, and revitalizing woodwork, and are a go-to choice for DIY enthusiasts and professional woodworkers across North America.