



Rainguard International® Partners with American Builder TV Host Brian Gurry

Brian Gurry builds brand awareness for socially responsible, green coatings industry giant Rainguard International.

NEWPORT BEACH, CA, USA, April 12, 2016 /EINPresswire.com/ -- FOR IMMEDIATE RELEASE

[Claude Florent, CEO of Rainguard International®](#) and American Builder TV Host Brian Gurry enter into an exclusive multi-year agreement focused on bringing products manufactured by Rainguard through media, distribution partnerships, licensing, etc. The goal of this partnership is to help people make the right choice in what they use and to provide a 360 degree view including product performance, impact on the environment, impact on the person applying the product and to reduce land fill waste. In fact most Rainguard products result in zero waste.

Rainguard is the leading manufacturer of exterior coatings made in America that protect, restore and extend the life of buildings and structures worldwide, in both the consumer and commercial markets. Applications of Rainguard products range from highways, stadiums, shopping malls, power plants, airports, bridges and homes.



Brian Gurry, TV Host of American Builder has won five Emmy's through a series of shows such as Bid and Destroy airing nationally on National Geographic Channel and the American Builder show on TuffTV. Brian is also the national spokesperson for Anderson Renewal windows and has a proven track record of developing national brands in the construction market. Using his powerful influence to reach his national television audience, he will build awareness to consumers, contractors, engineers and architects, and help them cut through the misinformation that is pervasive in the industry. This Multi-million dollar partnership with Brian Gurry and his American Builder production team closes the loop on brand awareness for Rainguard.

“Rainguard is years ahead of the competition in both product quality and innovative applications. As an environmental steward, Rainguard has worked hard to drastically reduce both the carbon footprint and landfill waste with its products to levels significantly below industry standards. “What’s exciting about the company is the determination of management to improve the life of people and still produce a far superior product”, said Brian Gurry.



“Having great products is the first step, but products need the support of this great brand messaging and Brian is on the forefront of this effort. He has served the construction industry in countless ways and is now sharing his expertise and knowledge with the public using Rainguard’s innovative line of products”, said Claude Florent.

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Rainguard with socially responsible, green leadership of superior quality products is the new household name in the coatings industry.

Russell Fowler Director of Marketing

Rainguard’s Marketing Director Russell Fowler adds strong support to this messaging effort of Brian Gurry. Utilizing cutting edge strategies in Content marketing, SEO, PPC, and Social Media together offer a solid marketing funnel to help increase the bottom line. “Rainguard’s [socially responsible](#), [green](#) leadership of superior quality products that truly make life easier, will be welcomed as the new household name in the coatings industry”, said Russell.

Rainguard products are sold directly and through a network of construction supply distributors and retailers such as Home Depot, Walmart, Amazon, Sherwin-Williams, HD Supply, White Cap, Dunn-Edwards, Vista Paint, PPG Paints, Ebay, Orchard Supply, Lowes, AllPro and more covering over 8,000 locations nationwide.

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For more details and information visit their website www.rainguard.com Contact Rainguard by phone: (949) 515-8800 Email: info@rainguard.com.

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