

Business Excellence Award 2021 Carter's (Truro) Limited Paints

Presented by:



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The Community Credit Union Business Excellence Award recognizes a business that has exhibited visionary leadership; achieving growth by introducing new products or ideas, expansion or exportation of goods or services and valuing employees and safety in the workplace.

The business is actively involved in the community through fundraising and partnerships in support of organizations or individuals working to better the community. It establishes partnerships and supports the local business community with leadership while actively looking to the future, focused on long-term results and job creation.

These qualities are exemplified by Carter's (Truro) Limited Paints, which clear to see with its outstanding leadership and longevity in our community.

The Truro-based, family-owned company has a colourful past supplying paint to the local market for 131 years spanning five generations. Originally founded by William Porter Carter in 1890 as Carter Painting and Decorating, their customers could purchase their own paint or hire William and a crew of workers to apply it.

The Carter family continued to expand their offerings to customers when in 1932, the founder's son Elwin Carter took over the business and added a gift shop. Along with building their reputation as a quality paint store, they sold China, did picture framing, wallpapering and supplied custom drapery and blinds. The business continues to offer drapery service today.

In 1970, Doug Carter, was the third generation to take the helm of the business. Carter, a former mayor of the Town of Truro, handed the reins of the business to his son Mark in the late 1980s but continued to work at the paint supply store until January 2013.

Mark launched their wholesale business PAINT SUNDRY ATLANTIC in 1989 that sells paint sundries to other paint stores in NS, NB, PEI, NFLD.

Today, Mark is joined at the family business by his son Jeremy, the fifth generation.

The more than a century of successful operation is attributed to a combination of customer service and community support.

Taking a step back in time, the business was originally located in downtown Truro at the corner of Walker and Prince streets. It expanded to a new location in the Truro Industrial Park in 2000 including a warehouse of more than 1,900 different painting supplies distributed to stores across Atlantic Canada.

Adapting to changing consumer demand has added to the resiliency of the business. One of the biggest changes the painting industry faced was the introduction of vinyl siding in the late 1950s which continued to gain popularity with home owners. However, the introduction of new product lines, popularity of decks at homes created new revenue streams.

New technologies, new equipment, new product lines and a newly launched E-Commerce capable website, built as part of our Chamber's E-Commerce project, have all contributed to the business's success.

In the early years, customers could select a shade from about 100 tints and now the business offered more than 5,000 different colours and 50 lines of paint.

The family members and employees support the community by donating to several fundraisers during the years, the Colchester East Hants Hospital Foundation, as well as donating several gallons of paint to the new food bank.

Tonight, the Truro & Colchester Chamber of Commerce is pleased to honour Carter's Paints with the 2021 Community Credit Union Business Excellence Award.

We ask Jeremy Carter, on behalf of the Carter family, to come forward to receive this award.