... a whole world of opportunity
It’s a genuine pleasure to introduce you to our company. We’re quite proud of our organization and enjoy telling the SWEPCO Story.

We realize choosing a company to become associated with is an important decision. For that reason, we believe it is important that you choose wisely…that you look for a company that offers some minimum prerequisites…stability, a large market, quality products, a proven marketing plan, strong training and a record of success. We believe you’ll find we score very high in all of these areas and many more.

In fact, we think we are quite unique. We think we offer one of the last opportunities which is flexible enough to be tailored to your personal capabilities and goals.

The SWEPCO Opportunity permits you to start small and grow…or start big and get bigger. Regardless of your objectives, SWEPCO can be the answer you seek…an answer that doesn’t require franchise fees, other large investments or complex legal arrangements.

We genuinely appreciate your interest and hope the brief review of our organization which follows will convince you to investigate Southwestern Petroleum in more detail.

Even if you don’t ultimately become associated with Southwestern Petroleum, we’re glad to have had the opportunity to tell you more about our organization.

Chairman
Southwestern Petroleum Corporation
Established in 1933, Southwestern Petroleum Corporation is today an international manufacturer of premium quality protective coatings and waterproofing systems for maintenance of industrial, commercial and institutional buildings.

Sold under the “SWEPCO” Brand Name, our protective coatings and waterproofing systems are now serving the needs of thousands of Customers throughout the world. Besides our International Headquarters in Fort Worth, Texas, we currently have subsidiary companies and manufacturing plants in Canada and Europe.

We’re proud of the reputation our company has earned for making the highest quality products. But we are equally proud of the fact that SWEPCO Products have proven to be the avenue to outstanding earnings for a wide range of people and companies with diverse resources and goals.

The SWEPCO Opportunity is a legitimate opportunity for a person or company with drive and determination to expand their earnings potential.

Whether you are an individual looking for the path to a secure, independent future…or an entrepreneur looking for a new small business opportunity with minimum start-up costs…or an existing company looking for a new profit center…Southwestern’s unique mix of quality products, a large stable market and proven sales strategies can provide the opportunities you seek.

We believe we have a great many strengths…high performance products, a large recession-resistant market and earnings potential have already been mentioned and you’ll read more about these very important topics in the pages that follow. Other key elements of our programs include independence, the most comprehensive training in our industry, an aggressive research & development program, responsive marketing support, a sales-oriented technical staff and much more. But, first and foremost, we are a sales organization and we are staffed and managed to insure your sales success.
Southwestern Petroleum Corporation first opened its doors in Fort Worth, Texas USA in 1933. In the eight decades since then, the company has expanded to 75 different countries around the world. We have actively marketed in Canada and Europe since the early 1960’s and now have subsidiary companies and manufacturing plants near Toronto, Canada and Antwerp, Belgium.

Through the years, integrity stands out as one of our most important assets. And we guard it closely in all of our relationships with our Customers and our sales consultants, sales agents, dealers and distributors. We have an unblemished reputation and invite you to investigate us through your local bank.

You’ll find Southwestern Petroleum Corporation large enough to offer the stability, capabilities and reputation you require, but small enough to be flexible, personal and responsive.
The Southwestern Petroleum Product Line, marketed under the brand name “SWEPCO”, includes a wide range of products for the waterproofing, maintenance and protection of industrial, commercial and institutional buildings and property. We do not market our products for residential use and do not recommend them for this market.

The largest portion of our product line…and the segment of the line the majority of our associates devote most of their energies to…consists of protective coatings, primers, sealers, reinforcing membranes and patching materials designed for the maintenance and replacement of low slope commercial roofs.

Our roofing products are supplemented with a broad range of high-performance products designed for maintenance of floors, walls, metal and pavement.

Regardless of the product, Southwestern's marketing philosophy is based upon the fact that maintenance of existing industrial, commercial and institutional property with high quality maintenance materials is more cost effective than neglect and eventual replacement. This message is well received in the marketplace and is one of the reasons for our continuing growth.

Southwestern Petroleum Corporation has been a pioneer, a leader in the roofing materials industry for decades. We, along with a handful of other far-sighted companies, developed what today is known as “cold process” roofing technology. SWEPCO's cold process roofing products are safer and easier to apply because they do not require the smoking hot tar kettles and large work crews that are the conventional roofing solution in many markets. And they are safer than other new technologies that require propane torches or exotic, highly volatile adhesives and solvents for application. Most SWEPCO roof maintenance products are simply poured out of the containers they are shipped in and brushed smooth. Simplicity of application lowers labor costs and even makes it feasible for Customers with their own maintenance personnel to install SWEPCO Products themselves at significant savings.
Of course, there is much more to a quality roof than application of a single product. But SWEPCO makes total roof care easy with the “system” concept. In fact, we were the first company in the United States to introduce roof maintenance systems 45 years ago. The “system” approach is simply a way to group SWEPCO Products together into a total roofing solution, based upon the needs of the particular roof. And it is successful because it is what the Customer wants. He doesn’t want a product. He wants a solution to his problem. The “system” approach to solving Customer problems is one of the important concepts that will separate you from your competition.

But SWEPCO’s high performance roofing line is broader than just the maintenance market. A great many roofs are too deteriorated to be repaired and maintained. Some have to be replaced. And, of course, there are new buildings being built all the time that need new roofs.

SWEPCO has cost-effective answers for the reroofing and new roof markets as well…a line of new and replacement roof systems designed to reduce the long term costs of roof ownership…designed with durability and low cost maintenance in mind. The wide range of system solutions you have to Customer needs is another important concept that separates you from competitors who have only one answer.

SWEPCO Products & Systems enjoy wide Customer acceptance because they deliver the benefits businessmen are looking for…energy saving reflective coatings, environmentally friendly formulations, reduced maintenance costs, reduced costs of application, long term waterproofing protection and freedom from problems. You’ll find you have an important edge in the marketplace because you have a variety of solutions to Customer problems. You won’t be bound to just one solution like much of your competition is.
High performance products don’t just happen. It takes a major commitment to produce the highest quality products...a commitment that starts at the top and spreads throughout the entire organization. Southwestern has that commitment. SWEPCO Products are made with the very finest ingredients, the very best modern technology can supply. We then process those ingredients according to our own proprietary formulations with our own staff in our own plants with our own quality assurance technicians verifying things every step of the way. We have total control and we use it to produce the finest products money can buy.

Don’t confuse SWEPCO Products with the “do-it-yourself” grade products you will find on the shelves of local handyman stores. SWEPCO Products are premium quality commercial and industrial-grade, long life products used in fully engineered and guaranteed systems. SWEPCO Products and Systems exceed U.S. and Canadian Government specifications and hold a variety of approvals and listings from such organizations as Underwriter’s Laboratories, Factory Mutual and International Conference of Building Officials ... independent organizations whose sole purpose is to provide independent confirmation of performance. Several SWEPCO Products even hold Europe’s coveted FMPA approvals from the Otto-Graf-Institut in the Federal Republic of Germany.

Businessmen understand that much of the cost of commercial and industrial maintenance is spent in the labor to install them. For this reason, they are willing to spend a little more for a quality product that will last longer and result in lower long term costs.

Our commitment to making nothing but the highest quality products is a commitment that has served us well through the years and one we will not break. SWEPCO Products are products you’ll be proud to sell because they are simply the best.

Superior performance begins in Southwestern labs and ends in Customer satisfaction
The market for SWEPCO Products is huge. When you consider that virtually every commercial, industrial and institutional building has a need for not only one, but several, different SWEPCO maintenance products, you begin to get a perspective on just how big this market is. Warehouses, schools and universities, manufacturing plants, apartment buildings, hospitals, shopping malls, office buildings, hotels and motels. There are literally thousands of asphalt, metal and concrete roofs, walls, floors and parking lots right in your own area. You name it and it’s a legitimate prospect for SWEPCO Building Maintenance Products. The hardest part about this market is narrowing it down to the best prospects. But our experience can help you there, too.

Another point you will be interested in is that our market is stable and recession-resistant. When leaks threaten valuable inventories or disrupt retail trade, businessmen must act immediately to protect their investments. For this reason, dips in the economy tend to have less impact for us than other types of markets.

You can’t talk about the market without talking about Customers. And this is one of our strengths as well.

SWEPCO Brand Products are used by the companies you know and trust...companies that demand the very best...companies like General Electric, General Motors, Holiday Inn, Kimberly-Clark, McDonald’s, Miles Laboratories, Procter & Gamble, Otis Elevator, Rolls Royce, Canadian National Railway, Coca-Cola, Disneyland, Dupont, Rauma, Monsanto, Renault, Zeppelin Metalwerken GmbH, TRW, Uni-Lever, NEC Corporation, Intercontinental Hotels, Overseas Bechtal and on and on and on. SWEPCO Brand products and systems also protect a broad list of government and institutional properties for accounts such as the U.S. Army, the U.S. Corps of Engineers, Thule Air Force Base in Greenland, Chiang Kai-shek Memorial Opera House and literally hundreds and hundreds of others. In fact, the list of Southwestern’s prominent Customers is so long there’s a very good chance that yesterday you ate a food, wore some clothing or used a product that was made by a SWEPCO Customer.

SWEPCO Products are used on the biggest, most prestigious projects...projects like the Great Hall of the People in China...or the World Trade Center in Hong Kong...or a nuclear power station in Europe...or a hydro-electric power generating plant. But they are also used on the smallest projects...the parking lot at the local food store or the roof of the local school. Wherever Customers demand uncompromising quality, they demand SWEPCO Brand Products.
One of Southwestern’s greatest strengths is our flexibility. As we have said previously, our program can be tailored to your level of commitment and your goals…regardless of whether you are simply looking for a good sales opportunity or whether your plans are much more grand.

- If you are tired of doing all the work for someone else and want to start on a new, independent path to a higher income, Southwestern can train you and equip you to be successful on your terms. Our Independent Sales Consultants enjoy the unlimited earnings potential of commission sales and all the freedom that comes with self-employment. And they enjoy these benefits without any investment other than their time and effort. As a SWEPCO Independent Sales Consultant, all of your sales materials and training are provided at no cost.

- If you want to start a one or two-person small business and grow as your capabilities grow, we can train and equip you to achieve those goals…and we can do it without large investments or legal complexities. We can show you how to get started in this highly profitable business quickly and with very little cost.

- If you are an existing company looking for new or alternative markets for expansion or diversification, we can train and equip you for maximum penetration in this highly lucrative industry…again, without major capital investments or complex contractual arrangements.

Regardless of your goals, we can help put you in the industrial and commercial roof and building waterproofing and maintenance business. And you will find that Southwestern Petroleum Corporation makes the majority of the front end investment. We supply a quality product, strong training and consistent marketing and technical support. The primary ingredients you are asked to supply are energy, commitment and the willingness to learn our proven marketing plan. We think this is a good approach and a good investment because we know from eight decades of experience that our program can make our investment in you pay off…for both of us.

The one thing you will always have in your association with Southwestern Petroleum is control. Whether you choose Southwestern as a new career or a new business, you will have the best of both worlds…the backing of a strong, successful corporation…and the freedom and independence to pursue this opportunity as you see fit. You will have access to all the sales, marketing and technical assistance you require, but without strings. We will give you the benefit of our experience. We may even recommend you do something a certain way. But we’ll never tell you that you have to do things our way.
SWEPCO’s sales strategies and marketing plans have been proven through years of field testing and improvement. We know who the best prospects are. We know what they are likely to need. We know what they want. And we know how to serve them. But, most importantly, we know how to teach all this to you. Comprehensive training literature, seminars, schools and even field training are available on a continuing basis. Our training programs are the best in this industry and have made people and companies successful throughout the world. We are experts at what we do and we can teach you to be one, too.

If you become associated with Southwestern Petroleum we will do everything in our power to maximize your sales and earnings potential. As an independent sales professional, you don’t have to bother with billings or shipping or any of the other many details associated with the movement of commercial goods. You just send or fax us your orders and we handle the rest…often on the same day we receive your order.

And while we may extend credit to your Customers, you will get your share right up front, even before we get paid. If you sell on a commission basis, your check is processed as soon as the order is approved for shipment. If you are a dealer or distributor buying for your own account, you will get a healthy discount off standard pricing and additional quantity discounts for volume purchases. Either way, you are the first to get paid.

Southwestern’s efficient internal service organization takes care of the details, leaving you free to maximize your sales.
Leadership and experience will also prove to be important assets for you in your association with Southwestern. At the helm of the company is our Chairman, Art Dickerson. Chairman Dickerson is dedicated and active on a day-to-day basis in the activities of the company, looking after the interests of Customers and Sales Associates alike. He is a seasoned and experienced executive with more than 60 years tenure at the company, almost 50 years of which have been as the Chief Executive Officer.

Assisting Chairman Dickerson are a number of other seasoned executives, dedicated professionals like 40-year veteran Sales Manager Mike Redmon who directs sales activities in the United States, Canada, Europe and International markets.

But Mike is just one example. In all, there are more than 200 years of experience in the ranks of our top level executives alone. And they are supported by an entire staff trained to assist Southwestern’s worldwide sales network to achieve their goals.

In addition, there are countless dedicated professionals in numerous service departments…research and development, quality assurance, manufacturing, accounting, order processing, transportation and other departments…people who understand and appreciate the important role they play in the success of our people and our organization.
Your association with Southwestern can also serve as a launching pad for additional earnings opportunities through application of the products and systems you sell. Many of our associates ultimately choose to set up a complimentary application organization, because having application totally under your control gives you the opportunity to offer full service to your Customers. At the same time, it can significantly increase your profit potential. It is not uncommon for our sales associates and distributors to earn much more profit on installation of the products they sell than the commissions they receive for selling them.

Southwestern believes that a strong technical base is necessary to maintain our leadership role in this industry. As a consequence, you will have access to engineering support services for assistance with architects or other planners of special projects. It is not at all uncommon for us to design a custom roof system for a large scale project or special problem roof. And our support services can even be extended to include on-site assistance. The point is that, with our technical expertise behind you, you don’t have to be afraid to go after the big or unusual high profit projects.

Southwestern’s technical staff is qualified and responsive, available to help you handle even the most demanding situations.
Southwestern Petroleum is committed to continued growth. Our commitment to research and development of new products is firm. Our chemists and technical staff are constantly striving for improvement… the result is new improved formulations, environmentally friendly products, advanced system designs. We want you to be more than just competitive. We want you to be the leader in your market.

New product development, like this highly effective masonry waterproofing coating, is a major commitment at Southwestern, designed to make you the recognized leader in your market.

We hope it is clear by now that Southwestern Petroleum is not just a marketing “shell”. Unlike many companies that do no real manufacturing and have nothing more than a few people to answer the phone, we are a legitimate manufacturing and marketing organization. We manufacture our own products in our own plants with our own people. We market them through a diverse worldwide network of highly motivated and highly rewarded sales professionals. And we have an entire staff of people whose sole objective is to assist you in achieving your objectives. You should demand nothing less from any organization with which you decide to associate yourself.

Southwestern’s laboratories and manufacturing facilities in Fort Worth, Texas
No other company enjoys recognizing high sales achievement more than Southwestern Petroleum. Our Annual Sales Awards Program is filled with diamonds, furs and prestigious awards all designed to recognize and reward those who aspire to excellence and set the pace for their peers.

In our minds, we are still a small, responsive, family oriented business. We believe in the personal touch, Texas style. We don’t subscribe to the philosophy that business always has to be conducted in three-piece suits. We work hard, but we have fun too. We enjoy the relationships we develop with our associates around the world and encourage our associates to develop friendships with each other at company functions.

As a Newcomer, you’ll be warmly welcomed into our worldwide family of Southwesterners and will make life long friendships with people from every corner of the world.

The intangible rewards of success are as important as the financial aspects.
Regardless of the approach to the SWEPCO Opportunity which interests you most, we know that your primary concern is earnings potential.

We could present you with countless examples of our successes. But our experience tells us such examples don’t convince anyone to join our organization because there is no assurance that your experience will mirror theirs.

What we can tell you is that we’ve been successful in this business for more than eight decades. We have grown and prospered and spread to every corner of the world. Our record speaks for itself. We have a record of success…a record of helping people and companies with little or no experience become successful in the markets we serve. All we ask is that you have the vision to see what is possible and the determination to make it happen.

If you or your company fit that description, the next move is yours.
If you are looking for . . .

- a strong, stable company
- an unlimited market
- a commitment to quality products
- innovation
- integrity
- an impressive Customer list
- proven marketing & sales plans
- independence
- strong marketing support
- strong technical support
- proven training programs
- flexibility
- leadership, experience & depth
- recognition for your achievements
- a proven record of success
- minimum start up costs
- potential for continued growth
- high earnings potential

you have found it. The next move is up to you!