



GSA Approved!

COMPANY OVERVIEW

RDL Marketing, Inc., doing business as Diamond Brite Paint & Coatings, is a U.S.-based manufacturer and distributor of architectural, industrial, commercial, and specialty paints and coatings serving government and commercial clients nationwide. With over 35 years of experience, the company produces acrylic latex coatings, oil-based enamels, epoxy, polyurethane, varnish stains, aluminum coatings, and traffic marking paints, all manufactured in the United States and compliant with EPA standards. Diamond Brite supports large-scale supply needs through efficient production, flexible manufacturing, and a nationwide distribution network, delivering standard and custom solutions with consistent quality, reliable fulfillment, and responsive service.

CORE COMPETENCIES

- **Coatings Manufacturing:** Production of architectural, industrial, and commercial paints, including acrylic latex, oil-based enamels, epoxy, polyurethane, varnish stains, and aluminum coatings.
- **Specialty & Performance Coatings:** Manufacture of traffic marking paint and specialty coatings for military and industrial applications, including both non-hazmat and regulated hazmat products.
- **Bulk Supply & Project Fulfillment:** Reliable supply of large-volume coating orders for construction, infrastructure, maintenance, and government projects.
- **Custom Formulation & Color Matching:** Ability to develop project-specific coatings and accurately match required custom color hex codes.
- **EPA-Compliant Production:** All products meet EPA standards, ensuring compliance for federal, state, and regulated project requirements.
- **Flexible Manufacturing Capability:** Scalable production supporting both standard commercial products and specialized coating solutions.
- **Nationwide Distribution & Rapid Delivery:** Established distribution network enabling fast, dependable delivery across the United States.

COMPANY DATA

- **Legal Name:** RDL Marketing, Inc.
- **DBA:** Diamond Brite Paint & Coatings
- **UEI:** G9D2NXFDKPW9
- **CAGE Code:** 7AWB9
- **NAICS Code:** 325510
- **GSA Contract:** 47QSHA19D001S
- **Address:** 2600 West 19th St Chicago, IL 60608
- **Work Area:** Nationwide

PAST PERFORMANCE

- **National Retail Supply:** Supplied high-quality paints and coatings to major national retailers, including Home Depot, Amazon, Ace Hardware, True Value, and Do it Best Hardware.
- **Government Supply Experience:** Provided coating products to the U.S. Coast Guard, meeting federal standards and procurement requirements.
- **Large-Scale Manufacturing & Distribution:** Delivered bulk coating products with consistent quality, reliable fulfillment, and on-time nationwide delivery.
- **Packaging & Supply Capability:** Managed production, packaging, and distribution of coating products at scale to support diverse commercial and government needs.

DIFFERENTIATORS

- **Proven Industry Experience:** Over 35 years of paint and coatings manufacturing experience supporting commercial and government markets.
- **U.S.-Based Manufacturing:** All products are manufactured in the United States, ensuring quality control and supply reliability.
- **EPA Compliance:** 100% EPA-compliant latex and oil-based products approved for use in all 50 states.
- **Custom Manufacturing Capability:** Ability to produce project-specific coatings and match custom color requirements.
- **Flexible Packaging Options:** Packaging available in standard containers, 55-gallon barrels, and 250-gallon totes.
- **Large-Scale Supply Capability:** Proven ability to support high-volume orders and nationwide distribution.
- **GSA Contract Experience:** Active GSA contract with experience supporting government procurement processes.
- **Competitive & Responsive Service:** Cost-effective pricing with reliable delivery and customer-focused support.



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