Reach for the Sky
With the Right Equipment

Also Inside:
Unusual Coatings & Easygoing Accessories
By Jerry Rabushka, Associate Publisher

“One day I saw a woman smoking outside the tanning parlor and I thought, ‘really, selling cancer isn’t so hard.’”

If Indeed We Do Offend...

In the publication industry, it’s natural that people will at times take offense—I’ve had a few letters to that effect. But this is paint, so usually offense is taken when someone says “use a single coat” when you should, in reality, use two. Once we ran a purple squirt gun on the cover and someone said we were promoting violence. So things happen. Now, in the “I shouldn’t say this but I’m going to” department, I have to wonder why another industry magazine spent two-thirds of a page promoting a glittering, glamorous trade show in glittering, glamorous...Saudi Arabia.

The show took place only three days after the magazine hit my desk, so in any event there was no time to plan my trip to one of the world’s most intolerant dictatorships. It’s certainly not a show where many of the readers would be welcome: good luck to women, the LGBT and Jewish communities, and anyone who wants to carry a Bible. Just because paint is involved, do we need to promote it? Maybe the next issue will encourage us to attend the Grand Paint & Hardware Extravaganza of the Democratic People’s Republic of Korea.

I like reading history, and I have an odd hope that one day I’ll find a book where the outcome of a tragic event changes for the better. Right now I’m reading about John Wilkes Booth and hoping that he’ll change his mind about shooting Lincoln. Brings to mind that old joke: “Other than that, Mrs. Lincoln, how did you like the play?”

Today’s getting hot and I’m looking across the street to where the frozen yogurt place turned into the “School of Rock.” One day it was Red Mango yogurt and the next day the big sign was gone. I remember the guy who managed it was often outside on the phone: looked like he was dealing with personal drama. He gave me a Kirkwood business discount card and while he was a cool fella, he got snippy with me once for showing it to him. I wouldn’t have needed it if the yogurt wasn’t so darned expensive.

We had a saying here, when something was a hard sell, that it was like “selling cancer.” Then one day I saw a woman smoking outside the tanning parlor and I thought, “really, selling cancer isn’t so hard.” Now it’s an empty building across from the School of Rock. Just found out yesterday that mattress store is coming next. Zzzzz.

If there’s a moral to this column, it might be a couple things...for one, if you’re going to sell something high priced, say a $6.59 frozen yogurt or a $65.90 gallon of paint, you’ll need to educate your customer on the benefits. I think the paint industry has done a pretty good job of that, plus try this—demo that great but expensive paint and show them the difference. Show them how it applies faster and more evenly and looks so much better day in and day out.

If you notice that everyone is doing something you don’t agree with, for instance you’re the only painter not on that flight to Saudi Arabia, you’ll need to have some good reasoning as well. When your customer says “My cousin says that everyone’s doing it this way,” you’ll need to explain why you’re doing it that way, yet not offend your customer who disagrees.

Perhaps take photos and let your work speak for itself. One way to let your work sing is to use the best products and tools you can afford to the best of your ability. It’s hard to be a great painter with a $2 brush and a $6 latex. Use the best and your customer won’t wake up every day wishing your story had turned out differently.

There’s another joke where Abraham Lincoln gets to come back to life. “The first thing I want to do,” he says, “is see the end of that play.”
An idea born in nature. Perfected by Sto.

Super-hydrophobic. Self-cleaning properties. StoCoat® Lotusan® mimics the surface of the lotus leaf, letting droplets of rain wash away dirt with its Lotus-Effect® technology. The result: cleaner-looking exteriors that make you and your work look brilliant.

Learn more at www.lotusan.com/nature
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Courtesy of JLG.

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Supplement to
The Paint Dealer June 2015
NEW KITCHEN CABINETS. NOW AVAILABLE IN A CAN.

CABINET COAT has aggressive adhesion and is self-leveling, giving your customers a furniture finish. No matter the problem, INSL-X® has the solution. Visit insl-x.com.
Win A Revolution Roller Frame!

The Purdy® Revolution Frame is a “premium professional roller frame offering an innovative new design that is durable and lighter than the competition,” according to the company. “It is compatible with Purdy Power Lock™ quick connect system (see photo) and any standard acme threaded pole, plus it offers an ergonomic grip and smooth rolling action.”

Why is this on the news page? Because Purdy has a Revolution Frame to give away to one lucky painter! Send an email to the editor at jrabushka@paintdealer.com with a short sentence of feedback on a Purdy product (what do you like, what would you like to see new or improved, etc.) or tell them what kind of project you think you might want to work on with the Revolution. We’ll draw a name to send the frame and then send your comments on to the company anonymously, unless they’re rude, in which case we won’t. You have a good chance to win—but only if you send it in. purdy.com

Sometimes It Takes A Little Will Power

Angie’s List sponsored a car as well as served as title sponsor for the 2015 Indianapolis Grand Prix—now the Angie’s List Grand Prix of Indianapolis—held on May 14 at the Indianapolis Motor Speedway. Angie’s List sponsored the #98 car. It was driven by the 2014 champion of the Indy Lights series, Gabby Chaves and owned by Bryan Herta Autosport. It carried the Angie’s List colors and logo.

“Gabby is the epitome of someone who’s paid his dues and is ready to take the national stage by storm,” said Angie’s List Founder Angie Hicks.

Chaves is one of the youngest successful competitors in auto racing, holding titles in Karting and Formula racing. “I am very excited to be part of this partnership with Angie’s List. Not only are they the title sponsor for the Grand Prix of Indianapolis, but they also are a local Indianapolis company, and that makes the connection even stronger,” he said.

The race started with a crash on the first turn, but after a restart, pole position driver Will Power led most of the way and won the race. Chaves unofficially finished 15th.

The company also recently held its 2nd Annual Festival of Service, where local service professionals from around the country joined Angie’s List executives to learn how to thrive in a “digital-first world.” The Festival of Service is designed to help as well as reward contractors that consistently deliver superior customer service to Angie’s List consumers. Plus, some of the attendees got tickets to the Grand Prix. Speakers included executives from Benjamin Moore and CertaPro Painters. angieslist.com

Crew members working on Gabby Chaves’ car. Photo by Doug McSchooler, courtesy Angie’s List.
When it comes to exterior wood finishes, there’s a certain high-end look that many contractors can recognize instantly. It’s a look made possible by Sikkens® Proluxe™ Wood Finishes. And it’s part of why some of the most experienced and highly regarded contractors are loyal advocates of Sikkens ProLuxe products.

With tried-and-true Sikkens ProLuxe formulas, you can achieve a truly perfect finish. Of course, perfection also requires a little bit of specialized know-how. To help you get the absolute finest results, see the answers to these frequently asked questions.

**How can I give exterior wood surfaces, like decks, a high-gloss, furniture-like look?**

That premium, glossy appearance is one of the hallmarks of Sikkens ProLuxe products. It’s most often achieved with a three-coat system: Cetol® 1 RE (coat one) and Cetol 23 Plus RE (coats two and three). For horizontal surfaces that will get a lot of foot traffic, such as decks or docks, Cetol DEK Finish can be used to achieve a similar look.

**How often should Sikkens ProLuxe products be reapplied?**

Of course it depends somewhat on the intensity of exposure to the elements, but here are some general rules of thumb:

- Transparent/Translucent Finishes (such as Cetol SRD)—2 to 3 years.
- Cetol SRD Semi-Transparent—3 to 5 years.
- Rubbol® Solid Stain—4 to 6 years for horizontal surfaces, 8 to 12 years for vertical surfaces.

**Does it matter how I prepare the wood surface before applying Sikkens ProLuxe products?**

Yes, the way you prepare the wood surface affects how the finish will look and perform. The proper method depends on the current condition of the wood surface. For instructions specific to your project, you can call Sikkens ProLuxe Technical Support at 1-866-745-5367.
Where Did

A rundown of gadgets and accessories you shouldn’t do without.

by Jerry Rabushka, Editor

There’s always something on the job that no one wants to put up with any longer, and in the paint world one person’s frustration often means you’ll get a new product that will make your job easier from now until retirement. This article looks at a few gadgets and tools that, while you might not need them every day, will make the days you need them go by faster and easier.

Foamy

If you can use a caulk gun, you can use a foam gun, and while it’s not an everyday tool for most painters, when you need it, you need it. Dripless, well known as a maker of caulking guns, has added this latest tool for the avid gun collector. “The guns are used to dispense PolyUrethane (PU) foam out of cans,” explained Dripless’ sales manager Tom Allen. “The foam is used in many areas: as a sealant, as insulation, and as an adhesive. In some ways it is an alternative to products used by painters in their prep. When used to replace caulk, say in sealing around a window, the foam saves time (it’s a much faster sealing process which saves labor) and money (the PU foam costs pennies on the dollar compared to caulk). The finished job can be superior as well, in that the foam expands to create tighter seals than caulk.”

It might be a different feel from using caulk; Allen tells us it’s not the same tool other than they both shoot an adhesive product. “The PU can of foam is pressurized, so there is no resistance when pulling the trigger as the gas in the can does all of the work,” he said.

Mostly, he told us, you’ll use this in construction projects. “If you have the opportunity to do a job outside of the traditional paint category then these guns and the PU foam help out big time.” dripless.com

You’ll Be Moved

One of the biggest challenges in this trade is the simple act of moving paint from place to place. You’ve either got to pick it up and put it down, carry a heavy bucket, or bend over a lot. Working up on a ladder presents even more fun and games. Many products have been created simply to address this very basic need.

Wombat Products combats these moving issues with the PortaPaint, which, says the company’s John Lockwood, makes makes painting faster, easier and safer. For one, he says, the paint travels with you, so you don’t have to keep going back to get it. “It’s easier,” he continues, “because the PortaPaint is designed for today’s mini-rollers that allow for more precise, splatter-free finish work. The PortaPaint has two super-strong magnets and slots to hold a trim brush, scraper, screwdriver, wiping cloth and masking tape securely in place, ready for use when you need them.”

Plus, you can take it up a ladder without having to hold onto it, therefore using both hands for the rungs like you’re supposed to. “You can hang the PortaPaint from its quick-release Shoulder Strap or handy Hip Clip, leaving both your hands free for climbing a
A rundown of gadgets and accessories you shouldn’t do without.

ladder or working on a scaffold, as OSHA requires,” Lockwood said.

If you buy it as a kit, you’ll get all sorts of gadgets to make it even easier. “The PortaPaint kit includes the PortaPaint bucket with ergonomic handle and powerful magnets, plus a pro-quality grid, rugged ladder hook, quick-release strap and information sheet,” said Lockwood. “Available options include a tight-seal lid to keep paint fresh for days between jobs, custom-fitted liners for quick cleanup and color change, a liner rim, and a handy hip-clip and belt-loop.” 

portapaint.com

On the Grid

A company that can solve or simplify an everyday painting problem has a bonanza on its hands. Soon something no one ever heard of becomes part of everybody’s workday, then it becomes something a painter can’t do without. Just as your $2,000 sprayer might be indispensable, a few piece of plastic can make life easier as well.

Bercom’s new HANDy Paint Grid is designed to improve upon the small wonders that came before. “The Handy Paint Grid is the next generation paint grid, replacing the metal grids that have assisted professional painters in the past,” said Bercom president Mark Bergman. “It delivers a uniform load of paint without pulling fabric from the roller like metal grids often do. This ensures a smooth finish.”

Since it is made completely of plastic, he tells us, it will hold up a lot longer than a metal grid. “The 9½ inch wide Grid is easy to clean and will never rust, unlike its metal counterpart,” says Bergman, who shared this testimonial from a painter named Dominic: “Compared to the standard grid, the HANDy Paint Grid snaps into place so it doesn’t lift out of the bucket. And clean-up is a breeze!”

Just like rollers can be manufactured from recycled bottles, this grid also re-uses a part of daily life that no one really knows what to do with. “What makes the Handy Paint Grid unique is that it is made completely out of recycled car battery plastic, making it reusable and environmentally friendly,” said Bergman. “Its ergonomic handle and patented design make it easy to remove excess paint and ensure even paint distribution. It is also designed to snap in place on any five-gallon paint bucket for a secure fit, while allowing additional clearance at the bottom of the bucket for easy paint access.”

Plus there’s enough old batteries in this country that they can make it here at home. “The Handy Paint Grid is manufactured in the U.S. and is now available nationwide at paint stores, hardware retailers and home centers,” he concluded. handypaintproducts.com

Visit the Coast

Where’s a flashlight when you need one? We can’t help you find it, but if you get a good one you might be more apt to keep it nearby. From Coast, a manufacturer of knives and lights, come the new Polysteel LED flashlights which feature Coast’s patented Pure Beam Focusing System and are equipped with the company’s patented Twist Focus light technology. Waterproof and incredibly bright, these durable LED lights are enclosed in a stainless steel core that is then wrapped in a molded polymer coating. They’re crush proof, drop proof and scratch proof. coastportland.com
Seventeen Things To Do, All With The Same Tool

Carrying tools—or worse yet struggling to find tools on a work site—can really slow things down and annoy the foreman, so why not only have one tool to worry about instead of 17? That’s the point of the Hyde® 17-in-1 Painter’s Tool.

Made from durable .075" thick carbon steel, this tool combines high-quality, lightweight design with a tool that can do the following: 1. scrape paint, 2. spread compound, 3. open cracks, 4. pull nails, 5. set nails, 6. open cans, 7. open bottles, 8. clean regular rollers, and 9. clean mini rollers. The 10th and 11th use are the ¾" and 11/16" wrenches you need to connect your whip hose to both your spray gun and your main airless hose. For the other 6 uses, just look to the handle and underneath the Hammer Head® end. Numbers 11-14 consists of four different screwdriver bits that are securely stored in a pull-out drawer in the handle and insert into the handle end for quick, easy use. And finally, under the Hammer Head is a tool that can be used as either a scribe or a nail set.

This rugged tool has an over-mold handle with a thumb stop for safety, a stainless steel blade that resists rusting and is guaranteed forever. “Seventeen uses—one ultimate painter’s tool,” says Hyde.

Another product from this company, the Pour & Roll, lets you paint directly from the can with a 4" roller. This is a two-piece set that allows you to pour paint safely with no spills or simply paint right from the can with a roller, says the company.

The set includes a paint-pouring spout that snaps into the inner edge of your paint can, eliminating the mess caused by pouring paint. It also functions as a brush rest while you paint. The lip is equally safe to use with paint, stain and solvents.

A spout with the pour spout is a roller grid for use with a 4" roller. The grid attaches to the spout in either of two positions—one for use with full paint cans and a second for use with partially empty cans. The grid removes excess paint from the roller and prepares it for smooth, clean rolling. It also acts as a brush wipe when dipping paint directly from the can. There are two versions of this product, one for metal cans and one for plastic. hydetoools.com

Four From 3M

3M has products that make painting easier and safer and sent us short descriptions of the products below.

• Waiting to inhale? The 3M™ Professional Paint Respirator features 3M Cool Flow™ Valve technology for heat reduction and easier breathing. Designed and constructed for exceptional performance and comfort that lasts, this is an ideal choice in respiratory protection for professionals.

• If you want to be easy on the eye, try 3M Secure Fit™ Safety Eyewear. It features 3M Pressure Diffusion Temple Technology—a scientific advancement that helps diffuse pressure over the ear, enhancing comfort while ensuring a secure fit. Automatically self-adjusts for a customizable fit each time.

• It might not be great cinema, but it’s great film. The 3M Hand-Masker™ M3000 Dispenser dispenses pre-folded masking film or masking paper while applying ScotchBlue™ Painter’s Tape to the film in one continuous application. Does the job four to five times faster than the paper/poly method.
The Super Bowl has a pre-show and now you can too! Prep is always important, so make sure your prep products are great quality, just like your paint.

ScotchBlue Pre-Taped Painter’s Plastic has a refillable dispenser that combines the versatility of ScotchBlue Painter’s tape with the added protection of plastic cloth to protect against accidental paint splatters and drips. 3m.com

Turn It Over

Paint Handy, from Bixby, OK, makes it easy for you to carry paint around without spilling it. It holds up to a quart paint in place. We mean it literally; you can load up the container, turn it over and it won’t spill! This makes it easier for you to climb a ladder with both hands (i.e. safely) and then it saves you from getting into a awkward position each time you need to dip your brush. Instead of you going to the paint, just bring the paint to you. If you drop it—and who hasn’t dropped a paint pail—you’ll save a lot of cleanup time.

Plus, says the company, it will save you a lot of money because you won’t need nearly as many sundries to do what you do most often—paint. At the 2015 National Hardware Show, Paint Handy won the Bronze medal in the Homewares Show Awards, which highlight the “Best In Class” in the Housewares/Homewares Product Category.

painthandy.com  TPC

Job Security.

3M helps keep you safe 365 days a year.

June is National Safety Month — the perfect time to make sure you’re covered on the job site. Trust 3M to help keep you protected. Our full line of safety products can help keep you safe on the job every day. Because just like you, safety works hard all year.

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Visit The Paint Contractor's website, www.tpcmag.com, to get started!
I bought some tires recently. Here’s how it went:
• I decided I needed new tires.
• I decided where I’d buy them—Les Schwab Tires.
• Six weeks later, I went to Les Schwab and bought them.

I made the decision about what to buy and where in early March, but I didn’t get around to taking action until late April. In the meantime, Les Schwab continued to advertise, so I didn’t forget.

Thousands of people decide to buy tires every month, so Schwab does this all year. They don’t want anyone to forget. And they own the Pacific Northwest tire market.

Follow their lead.

Before a customer does business with you, the customer must
• Decide they need the type of product or service you’re selling.
• Decide to buy it from you, and
• Get around to buying it.

They’ll take those steps based on their schedule, not yours.

Have you ever joined a gym to lose weight? On the first day, we step on the scale, go work out, and then get on the scale again to see how much weight we lost. The first day! We know better and do it anyway.

The same thing happens with advertising. When we start a campaign, we may decide intellectually that we don’t expect instant results. Emotionally? Different story.

Even though we know that a good campaign could take three months to generate measurable results, we can’t help checking the numbers every day. We ask the receptionist, “Any calls today? Did anyone mention the ad?”

The most successful companies have the discipline to put a long-term plan into effect and stay with it. McDonald’s doesn’t try something for a couple of weeks to “see how it goes.” GM doesn’t cancel its advertising after a bad weekend.

The best campaigns take time.
Introducing the JLG Compact Crawler

In baseball, everybody’s an umpire, so you need to keep the foul poles well painted so that all 45,971 people in attendance can see well enough to agree on the call. Baltimore’s Camden Yards transplanted foul poles from the Orioles’ previous home, Memorial Stadium, to keep team history alive (nothing from their years as the St. Louis Browns, we notice). Ballpark lighting isn’t always the best, so it’s important that the poles are regularly painted and highly visible for both day and night games. The crisscross ironwork poles are 70 feet tall, which can present a challenge for a painter.

If you get a job like this, whether it’s little league, big league, or a street light, you’ll want dependable yet easy to maneuver equipment. JLG, makers of the Compact Crawler and other lift equipment, contacted us to recommend its equipment as a problem-solver for projects of this nature.

In Baltimore, the Maryland Stadium Authority turned to Rentals Unlimited, Inc. in Clarksburg, Maryland, and came home with a JLG® X700AJ compact crawler boom to paint the pole. According to Jim Joyce, sales manager of the equipment and truck rental company and long-term JLG customer, painting the foul poles challenged his company to recommend a piece of equipment with a footprint small enough to fit on the ball field’s warning track but also offer enough reach to access the top of the poles.

“Running a machine across the actual playing field was out of the question,” he said, “so we measured the warning track and were confident the compact crawler boom would easily fit on the track and provide access to the poles.”

Small Size for a Big Challenge

The boom is designed to help you reach high places with a small footprint. With a width of 3 feet 3 inches, a 440-pound platform capacity and non-marking tracks, the X700AJ got the nod for the ballpark application, enabling contractors to apply two coats of yellow paint top to bottom on each of the two poles.

“Everyone who saw the machine before we put it to work was surprised by its capabilities,” said Joyce. “I think it was the boom’s size that threw them. It weighs just 7,000 pounds, but it extends to 70 feet and it’s easy to operate.”

The crawler is a unique piece of equipment, says

“With a width of 3 feet 3 inches, a 440-pound platform capacity and non-marking tracks, the X700AJ got the nod for the ballpark application.”
JLG Compact Crawler

JLG. Its compact size means it’s easy to transport and once on the job site, it will go through 39-inch doorways and fit into other challenging areas. The machine is self-leveling, so if it’s on uneven ground, it will level itself. It’s able to climb up and down steps, with rubber tracks that won’t harm sensitive flooring or landscaping. In addition, they continued, the X700AJ is environmentally friendly with an optional lithium-ion battery for cleaner, greener operation. Dual power onboard—gas or electric engines, accompanied by an electric AC motor—is standard to reduce noise and emissions in public spaces. Other features include a hydraulic jib for greater reach, rotation of platform and a zero-turn radius with counter rotation.

You might not need to get up in an environment like this very often, but when you do...first of all make sure to change that light bulb no one can get to, but also, get familiar with machines that can help you accomplish your mission. It sure beats saying “sorry, that job’s out of reach!”

jlg.com

SAVE TIME AND MONEY

3M™ HAND-MASKER™ M3000 DISPENSER

• Applies masking tape to masking film or paper in one continuous application
• 4-in-1 tool requires fewer steps and less material than paper/poly method
• Use with 24”, 48”, 72” or 99” 3M™ Hand-Masker™ Advanced Masking Film
• 3M™ Hand-Masker™ Advanced Masking Film has maximum paint anchorage properties, allowing for multiple coats and no-mess cleanup

*Than paper/poly masking method
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There are some products you use all the time, and others you just bring along for the occasional ride. Knowing about them can make you a hit with your customers—even keep you from having to come back and figure out what went wrong six months later!

We asked a few companies to tell us about something in the category of “not your everyday coating.” It might open some doors to new opportunity, starting with the door itself. (Product descriptions are courtesy of the manufacturers.)

It’s A-Door-Able

Open, shut, or slightly ajar, the front door is one of the first features of a home that draws interest. In days of yore, a famous colorist at Benjamin Moore, Ken Charbonneau, used to liken the front door to a tie on your suit. It was, he suggested, the part of your outfit where you could show off your personality. Plus, a door, either inside or out, is the part of the house that gets used a lot and therefore demands some special paint. To meet this demand, Benjamin Moore’s new product Aura Grand Entrance has come a-knocking.

“It’s made specifically for interior and exterior doors and trim,” said Kevin Lemire, the company’s associate brand manager. So even if you don’t use this every day, your customers will. “With outstanding durability in a rich, lustrous finish, this is an ideal product for consumers looking to revitalize their doorways and trim,” said Kevin. “It’s available in thousands of Benjamin Moore colors and it has a specially curated palette of 42 colors.”

Even if they don’t want to do their whole house in premium paint, you can explain that doors and trim might be the two places in the home that can benefit with an upgrade from a typical latex. “Aura Grand Entrance is formulated with proprietary waterborne alkyd technology and Gennex colorants, which allows it to cure to a rich, durable and smooth finish comparable to a traditional alkyd,” said Lemire. This technology gives it easy application, faster dry, and soap and water cleanup. “Also, it’s low VOC, low odor, and comes with a lifetime-limited warranty,” he said.

While it’s different from the “typical latex” (and there’s nothing wrong with a typical latex) you can pretty much treat it the same way. “Aura Grand Entrance can be applied and cleaned in the same way as any other typical latex paint,” Kevin said. “Extra ventilation is necessary under humid conditions to speed the dry time, especially when the paint is applied over sealed, hard, non-porous surfaces. For new wood or fiberglass surfaces we recommend using an all-purpose primer such as Benjamin Moore Fresh Start® High-Hiding All Purpose Primer. If applying to a new metal surface, we recommend a metal primer such as Super Spec HP® Acrylic Metal Primer.”

Cool

by Jerry Rabushka, Editor

Benjamin Moore’s Aura Grand Entrance makes going in and out of the house a special occasion every time! Show your customers how a premium coating can enhance the look of their entryways.
Special Coatings, Special Revenue

Sto Corp., based in Atlanta, makes a habit of producing “not your everyday coatings,” and the company has enough variety that something is bound to fit your bill. “Sto Corp’s Lotusan and Climasan both qualify as atypical, current and unusual,” the company tells us. And, they said, most typical painters applying typical latex are unfamiliar with these products (not that there’s anything wrong with that either), so read on. “Also, StoGuard Emerald Coat, an air barrier product used as a replacement for Tyvek, is a revenue stream for the professional painter.”

FLAT BILL BASEBALL CAPS

Your customers will love receiving these stylish flat bill baseball caps, custom made for you. Embroidered in 2 locations. Your logo on the front. A message in a second location. 2 fabric colors per cap; many fabric colors to choose from.

$6.95 each 72 Min.

PAINT CAN KEY TAGS

Your company name, and message on one side in the imprint color of your choice and standard paint can graphics on the other side.

$.99 each 125 Min.

WHITE TEE SHIRTS

Keep your crew uniformed and comfortable with your company logo on the front left chest and back of these 100% cotton tees. One color imprint included. Sizes S-XL, mixed as you need.

$3.95 each 144 Min.

Sizes up to 6X available; call FMI.
Let’s pop open some cans and see what’s inside.
- StoCoat Lotusan is a super hydrophobic, exterior, architectural coating that mimics the water beading effects of the lotus leaf. Lotusan’s unique micro-textured surface helps to reduce the need to frequently clean or recoat a building’s exterior by preventing dirt and other pollutants from clinging to the surface, allowing the facade of the building to be washed clean whenever it rains. This coating is especially useful when buildings feature a white or light colored facade that might otherwise quickly become dirty and stained.
- StoCoat Climasan is an interior coating for use on walls and ceilings. It neutralizes odors by degrading organic compounds and pollutants when exposed to light (natural or artificial). It actively improves indoor air quality. Through a chemical exchange, the coating neutralizes odor causing pollutants, converting them to carbon dioxide and water vapor.
- StoGuard Emerald Coat is not what painters traditionally think of when talking about coatings, but as they are becoming familiar with it they are finding that it is an ideal extension to the services they currently offer and a great way to grow their business. Modern codes require that all buildings include some means of protection against weather and many now require that buildings be airtight as well. As codes become more stringent and building performance standards become more difficult to achieve, liquid-applied solutions have become very popular.

StoGuard Emerald Coat replaces a traditional building wrap by making a building’s exterior substrate waterproof. Easily applied by roller or with a common spray rig, Emerald Coat can be applied to most surfaces included wood and gypsum based sheathings as well as concrete masonry units. When combined with StoGuard joint and rough opening treatments, Emerald Coat provides a waterproof, airtight membrane that lasts the lifetime of the building. Visit "Sto Corp." on YouTube for more information about these and other products.

You Look Radiant!
From Nationwide Protective Coatings comes Alumashield, an Interior Radiation Control Coating. What does that mean? When applied to non porous building materials, it lowers their ability to radiate heat. Over time, it can save a lot of energy consumption...
by reducing the overall temperature of attics and other areas where it’s applied. “Alumishield will reduce the average utility bill and is an excellent low-cost substitute for metallic foils or metallized plastic film radiant barriers. It has an unlimited lifetime,” says the product description.

This is a liquid acrylic aluminum water based coating that is low odor and non-toxic, designed to be easy to use and...save you money! It can be applied to COX and OSB plywood, conventional plywood, metal roofing and siding panels, drywall, subfloors, plasterboard, concrete, and of course...much, much more. No need for a respirator, they tell us, you can simply use a fiber dust mask.

Alumashield is permeable and will not hold or create water on either side of the material to which its applied. This is very important in case of a roof leak, as a traditional foil type radiant barrier would hold the water and lessen the chance of the property owner finding out there is a problem before rot and other damage occurs. It dries in about thirty minutes. nationwidecoatings.com

Now Approaching Level 5

Kelly-Moore Paints is helping you get it started with 123 Kel-Pro Heavy Bodied Latex Wall Primer. (Kel-Bond Universal Primer is pictured above.) This is a professional quality interior, heavy-bodied latex wall primer.

Kel-Pro 123 is designed to be applied over properly taped drywall to create a level 5 finish. It can also be back-rolled to create a stipple effect on the substrate. The primer offers the speed of latex application and the high build properties of a block-filler. It was created for the painting contractor in order to give greater control of the level 5 process, ensuring a successful finished product. When spray applied and lightly sanded, it will provide a smooth pin-hole free level 5 base coat, ready for most finish systems. kellymoore.com

So while you might not need every one of these coatings every day, you might need some of them some days. Tell them you saw it in The Paint Contractor! TPC

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While many painters are comfortable with the residential market, you might also be thinking of breaking into a commercial or institutional environment. We don’t mean “breaking into” literally, of course—but there are definitely some useful techniques for getting in the door legally. Here’s some quick advice from paint manufacturers on getting started with commercial business.

What are some of the differences between bidding on a commercial job vs. residential?

Jim Alberts, VP Sales, Kelly-Moore Paints: Commercial projects can have a few additional requirements such as getting a contractor license, bonding and specific insurance. Products used on a project can vary depending on substrates and architectural specifications called out by the architect. Equipment needed to apply some of the products can also vary from residential projects. The payment structure is also considerably different. Ultimately painting contractors considering the commercial arena must consider the entire process before bidding any project.

Craig Bunting, Sales, National Accounts, Benjamin Moore: There are a number of things that make commercial business unique from residential—the bidding process often needs to be more precise and expectations concerning time on the job, working off-hours, increased liability insurance, and payment schedule are all things that should be anticipated going in. I recommend reaching out to your local manufacturer’s rep who can help you understand more about job specifics and what to anticipate in your area when it comes to commercial projects.

Michelle Neuhauser, Brand Manager, Pratt & Lambert: There are different products that are specialized for specific types of projects—for example, commercial grade products are very different from higher end architectural paint. Industrial products vary from residential products. Getting used to working with these different types of products could be an adjustment, especially if you are used to solely working with residential products. You would also need to adapt to working around other trades in commercial work, so time management is much more crucial.

How do you deal with “problem people” at a commercial institution who know everything about painting, or worse, just think they do?

Pratt & Lambert: Many commercial jobs have specs written by architects/designers for different substrates. Heavy duty industrial facilities may have engineers/plant managers who are more familiar with specific products for their different environments.

Tread lightly with people who you think know “too much” or “too little” about painting. Furnish product data sheets and specification guides by explaining that there are new products and federal guidelines coming to the market constantly and the information you are providing is the most up-to-date at the time. Explain why some products are better suited for today’s uses than products they may have used in the past.
Pair our versatile, multi-mode Rotex sanders with our mess-eliminating CT Dust Extractors and your whole painting process changes. Devote more time to amazing finished projects, not tedious chores. See our lineup or watch the system work at festoolpaint.com.
**Kelly-Moore:** It’s good practice to ask probing questions so you can understand what is needed. Also make sure who in the facility you’re supposed to be dealing with. Keep an open mind and focus on solving the problem.

**Benjamin Moore:** Customer knowledge seems to vary widely, regardless of what type of project it is. It’s wise to stay within your comfort zone as it relates to a given project, products or the industry in general. If you feel like you need more information, speak to your local paint store or your manufacturer’s rep.

**What are some things you see contractors doing in this market that could use some improvement?**

**Benjamin Moore:** Challenges on commercial projects are sometimes unavoidable but in many cases a clear and consistent line of communication with the general contractor, along with a very comprehensive bid that establishes mutual expectations, can help things run more smoothly.

**Pratt & Lambert:** If you are new to commercial work, look at bidding jobs differently from residential. Margins are tighter and there is more competition. You may have to figure more time into the bid due to other trades working in the area. Our best advice is “do your homework.” Know your costs and don’t be afraid to ask questions so you don’t end up underbidding.

**Kelly-Moore:** Larger, more complex projects can cause some challenges when you are estimating. Some projects call for two-component industrial products that require knowledge to not only mix properly but apply correctly as well. It’s a good practice to review product data pages, MSDS and involve your coatings reps prior to and during the application process.

**What type of product line do you have for commercial activity?**

**Pratt & Lambert:** We carry a full line of commercial products and a limited line of industrial maintenance products.

**Kelly-Moore:** We offer a wide variety of products and specialists to help contractors successfully complete projects. From LEED compliant coatings, commercial sales representatives and architectural account representatives, to over 300 store locations across our western market from California to Texas, Kelly-Moore has you covered.

BenjaminMoore.com; KellyMoore.com; PrattAndLambert.com.

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