

the Paint contractor

January 2011

Supplement to *The Paint Dealer*

**TPC
Welcomes
the
New Year!**



**Inside: Niche Coatings:
Roof, Floor, Graffiti, and more**

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PHOTO BY BRETT STEEN

By Jerry Rabushka,
Editor

"If you're
afraid of using
a certain
species of
product, you
might be
leaving money
on the table."

Rags Aren't Just For Wiping

I've had a piano, either real, electric, or both, around for almost all my life. So one day I was scrolling through a list of free classical music to download thinking "do I really want to learn Mozart's 'Bowling Trio' for clarinet, viola, and piano?" when I noticed another piece on the site called "St. Louis Rag."

Being from St. Louis, and never having played ragtime before, I gave it a whirl. Ragtime is hard, no question—as far as pop music goes, it's probably the hardest stuff there is, and yet its peak of popularity came in an era when if you wanted to hear music, you pretty much had to learn it yourself or marry someone who did.

It's hard enough that over two years later, my rag repertoire has reached an awe inspiring 13. On the other hand, that 40 minutes of music has given me a performance advantage. We had a lot of extra music gigs this last summer because I could add a rag or three, or eight, into every show. There are, in fact, a lot of people who like to hear it, but if you wait for them to come to a "ragtime show," you'll grow as old as the music itself.

From a personal standpoint, however, it's the challenge of taking what looks impossible and finally knocking it out like it's second nature. Years ago, I turned down a piano job because they wanted ragtime and I said it was hard to play and impossible for me to learn. Now before I start to play, I just quote one of my favorite book titles: *Face the Fear and Do It Anyway*.

Coincidentally, we're running a story on some coatings that are a bit more unusual. Coatings some folks reject out of hand as "I don't do that." I've even met several dealers who won't sell certain coatings because they "don't want to get involved."

If you're afraid of using a certain species of product, you might be leaving money on the table. Or on the roof. Or the floor, or the wall, or you're missing the boat—literally. The point of my article isn't to tell you everything you need to know, but just to say hey... here's something new to learn that can make you more money, and perhaps give you another way to make it through some lean times.

So then, if someone says "who can do my basement floor," you're the guy who raises his hand. Maybe you're the one who does floors, roofs, an easy plaster finish—then even the DIYer who paints her own walls will still hire you for the more challenging jobs.

Got a day off work? Turn off the TV and read up on some new coatings. Call your manufacturer and find out about getting a training seminar in your city. Call your dealer and see what classes are up. I've rarely met a manufacturer who didn't want to talk about his products!

Here's a fine line: you're trying to sell something, but when does promotion get irritating? Like when someone on Facebook writes a book, has their kid in the school play, and they post 6 times a day telling you about it? What isn't enough, what is too much? But what if you contact your clients occasionally without trying to sell something?

It can work wonders—one of the coolest Christmas cards I got was from an online merchant. I bought a gift for someone during the course of the year, and she sent a card simply saying thanks for supporting her business in its first year. Better yet, it was hand-written. Now, I want to make sure to buy something from her this year too, because she took the time to say my small purchase was important.

So anyway, I got 13 rags in my pocket. After your next job, I can help clean up. [TPC](#)



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On the cover: Jack Wood, photo by Kathryn Tongay-Carr.

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Niche Coatings

If you can paint roofs, floors, and more, you'll have it covered from top to bottom!

BY JERRY RABUSHKA, EDITOR

So you've got a customer who loves what you do, loves having you work with him, and only wishes he had more surfaces for you to paint.

You can say "sorry, the walls are all and then I'm stalled," or instead you can say "but wait there's more, I can do the floor!" "I won't be aloof if I can paint your roof" "I'll do Venetian plaster, no one does it faster!" or better yet, stop rapping and start painting. If you can lug a few extra buckets out of your truck, you might be able to add significant green to your "average paint job."

Up On A Roof

James Taylor tried to make it romantic, but in this case, we're trying to make you some money. What's more romantic than that? And despite what his song says, there's room not just for two—but for your whole crew—"Up on a Roof."

Last year *The Paint Contractor* demonstrated that applying a roof coating (as Jake Kuhl is doing at the top of the page), while different from a wall coating, is often well within the realm of the typical painter.

To recap a bit: applying the proper roof coating can make you extra money while saving substantial money for your customer. If a coating, in fact, saves someone from having to replace a roof for several years, that's a bargain any way you look at it. Florida-based manufacturer Nationwide Chemical Coatings Manufacturers, Inc., has some buckets at the ready.

"Our roof coatings contain insulating ceramic microspheres," says Jarred Dluginski, a sales associate with Nationwide Chemical. It goes on white, which already beats the heck out of a black roof that absorbs heat and transfers it to the people in the house below. Perhaps the electric company talked America into the black roof.

First off, says Jarred, the reflective characteristic

of the coating deflects heat from the sun. Second, the insulating ceramic absorbs and dissipates the remaining heat, so it can't penetrate into the roof. This will lower energy costs and cooling expenses. You still have to air condition, but the editor, who lives under a white roof, can vouch that it makes a difference.

"The product is also elastomeric, so that it will expand and contract with temperature fluctuations," says Jarred. It's heavier than your conventional coating, and it does take some extra muscle to apply. "A specific application difference between this coating and a conventional paint would be when you are using an airless sprayer. We recommended using at least a one-gallon per minute sprayer and a larger tip size. Tip sizes vary from .021 to .027 depending on the product."

So, what to use? Not hard to determine. First, look at the roof. Access it by helicopter, ladder, trampoline... Just do it safely. With Nationwide or any company, familiarize yourself with its product line so you understand the options. "Our product data sheets are very informative and we encourage all of our customers to call if they have any questions," says Dluginski. At no charge to you, they'll provide a material estimate to help you determine your product cost. Products come in a good-better-best range, with warranties of six, eight, or 12 years.

They can also help you on the ground by providing you with a yard sign to advertise your company's services. "We offer signs that contain the contractor's name and contact information," says Dluginski. "We also encourage our contractors to offer a reward for existing customer referrals. Word of mouth advertising is one of the best ways to promote business."

Also, you can come back. A customer might notice if his bathroom paint is peeling, but is he really going to go up on a roof and inspect it? Without the allure James Taylor, probably not. "One benefit of roof coatings is that you can offer a maintenance contract to the customer for annual inspection and cleaning, which can add to the profit of the job in the long run," Jarred concludes.

For more info visit nationwidecoatings.com.

Aliphatic Urethanes: Protection Can Be Pretty

Don't you hate it when someone uses a term you're supposed to know and you can't say you don't know what it is, but you really have no idea what you're talking about? "I do," said the editor of *The Paint Contractor*, who decided to ask about aliphatic urethane as much for his own benefit as for yours.

Jeff Spillane is Senior Product Manager at Benjamin Moore, and we asked him to comment when we got some info on a new product line, Insl-X branded Corotech High Performance Coatings. Corotech is a combining of the industrial lines from Insl-X and Coronado, and before we continue, let's let the PR people tell us what's up, or as we used to say: and now a word from our sponsor: "The combined portfolio results in a comprehensive offering of superior-grade industrial coating solutions, featuring over 40 products that include waterborne acrylics systems, aliphatic urethane systems and an extensive array of epoxies, enamels and corrosion protection primers."

So what's aliphatic? "The aliphatic compound is the generic type of coating, says Spillane. "It is made from carbon atoms that are joined together in a straight or branched chain. The urethane part of the equation is another portion of the overall product."

This means there is a number of types of aliphatic urethanes, but they are all generically similar. "The quality of all the ingredients and the overall volume solids play a part in the product's overall performance, chemical resistance, and project longevity," says Spillane. In other words, you still need to know one product from another.

They've got a wide variety of uses—Spillane remarks that it's the coating of choice for most bridges and tanks. "Because it has excellent resistance to exterior environments

and is very UV stable, it is the choice for many exterior industrial or commercial projects," he says. "It is also used as a finish coat on high performance floor systems used in aircraft hangers, car dealership sales floors and service areas."

So next time you buy a truck for your business, you might be walking over an aliphatic urethane in the show room—it does apply to your every day life after all!

Why You Should Read Directions

There's an old story, actually it happened in Denver, where the contractor called up his dealer and said "I put down part A, now what do I do with part B?"

Well, Denver, right about now you have a much bigger problem than Houston.

These urethanes are two part products, so... "They must be properly mixed and catalyzed," says Jeff. "Once they have been properly mixed they can be applied like any industrial maintenance product. Generally, they are sprayed but they can be rolled, brushed and can be squeegee applied to floors."

Learning about products like this (and of course there's more to know than we can say in an intro) moves your brain—and your paycheck—from an architectural coatings venue into places like the aliphatic-coated airplane hanger shown below.

Spillane puts it this way: "Architectural coatings are generally used for aesthetic reasons and protection is secondary. When you use high performance coatings, protection is the number one concern with aesthetics being second. A product like aliphatic urethane will offer the customer the best of both." For more info please visit complementarycoatings.com.



Opening Doors to Floors

This portion of the article contributed by Guy Braun, VP Sales, Harrison Paint, Canton, OH

When it comes to painting or coating a floor, contractors have to be mindful that a floor potentially will take more abuse than any other paintable surface. Depending on circumstances, a floor paint may be subjected to abrasion ranging from foot traffic to fork lifts to jet aircraft. Along with that, it's subjected to hot tires, chemical spills, ponding water, UV light, moisture intrusion or chemical contamination from the surface—plus all manner of impact from things being pushed, pulled, dropped, bounced, etc. on the surface. All these things have to be taken into consideration when planning to prepare and coat a floor surface.

After that, ask questions concerning previous coatings or sealers (if any), age and condition of the floor surface, surface prep capabilities, application and cure temperatures, dry and cure time restraints and odor issues. Then we get to the good old fashioned paint questions such as does the customer want clear or a color, what color, what gloss level? If the applicator is new to the floor coatings business it may be in everyone's best interest to gather all of the information and call us [or your supplier] for a recommendation.

Harrison Paint will be celebrating its 100th anniversary this year and even though no one is still around from 1911 (though several of us may look it) we have many on staff with well over thirty years of experience in the paint and floor coatings business and we are always happy to help with surface prep and coatings recommendations.

Painters may not be aware that there are so many types of floor coatings available for such a wide spectrum of surfaces. We offer waterborne epoxy in 12 colors and clear for garage and industrial floors; clear waterborne finishes for VCT, slate & terrazzo; cross linked waterborne acrylic urethanes for wood, concrete and tile; waterborne oil modified urethanes for wood; waterborne acrylic urethane floor enamels and



anti-slip floor coatings and concrete stains.

We also offer a full range of VOC compliant solvent base clear finishes and paints, including moisture cure urethanes, epoxies, anti-slips, oil modified urethane clear finishes and enamels. In addition to these we also have 100% solids epoxy finishes, resurfacers, concrete patches and a wide variety of colored vinyl flakes, quartz crystals and anti-slip additives.

Since there is somewhat of an intimidation factor when it comes to doing a floor job, there are fewer contractors doing it and at the same time more homeowners or facility owners are willing to contract the work out. This makes the floor coating business a very lucrative supplement to wall painting. To help our dealers and their customers get over the floor coatings hurdle we have conducted many training seminars at customers' locations. The training has the added benefit of leaving behind a nice sample of a variety of floor coatings on the dealer's floor. We will also go to a customer's job site and help with an application.

When it comes to painting a floor, be certain to address all of the circumstances and questions mentioned above to determine the best product for the job. As important as surface preparation is to any successful paint job, I would say it's doubly important when it comes to painting a floor. Pay strict attention to recommended spreading rates and recoat times to guarantee a successful job.

Contact Guy at 800-321-0680 ext. 139, or visit harrisonpaint.com.

Get Plastered For Less!



This sentence wound up in capitals on the editor's transcription of the conversation, so he decided to put it first in the story: "Your customer can get this finish cheaper than a lot of other plasters," says Dan Schiefelbein, owner of Specialized Building Products, the manufacturers of Vella Plaster (seen at left decorating a room in Angel's Stadium, Anaheim, CA).

Vella is an easy to learn, easy to use Venetian plaster—some painters go into the studio for 45 minutes worth of instruction and come out ready to go to work.

Dan pointed up a few advantages of this product:

- It can go over level three drywall, whereas many faux products demand a level five. There are five levels of drywall. Level one is the least finished and is mainly used in unoccupied spaces like boiler rooms and closets. Level five is the finished look for well-lit occupied areas. Unless you're a grunge band, you most likely live with level five. Vella, however, can start with grunge. "You're turning the wall into a smooth surface by applying our product," says Dan.

- You can put it over textured walls, such as orange peel, without having to sand down the finish. "Because our material is thick enough, you can skim over the top and make those textured surfaces go away," he says.

- Different painters can get the same look. With many plasters, you'll be able to tell where one painter stopped and the other began—or even when the painter took lunch. With his product, he says, two painters can work on the same room

and you won't notice the difference. You can also take a break, come back, and keep a uniform surface, so "lunchtime" won't be forever etched into the design.

- You'll be able to charge more for your time than with conventional paint, but it's still affordable for many of your customers who have a plaster appetite on a latex budget.

- Many plasters come in a limited amount of colors, but this comes in over 150 formulated colors and is easy to custom tint.

- Here's how it works: the system requires that two coats of plaster be applied using either a hawk or trowel, pan and drywall knife, or a 1/2-inch nap paint roller. In some instances the first coat can also be sprayed. The first coat will smooth out any minor imperfections in the wall, while creating a consistent base surface. With a good basecoat of plaster, the second coat will give the desired Venetian look and smooth effect.

Still, Dan recommends, before you start plastering up someone's million dollar home—or even their \$60,000 home (and these do exist, at least in the Midwest)—make sure they're happy with what you plan to do. Show them a sample of what they're getting and have them sign an approval. If they don't like it, you can just go back over the top of it. But without that signature, you'll be doing it free.

So then the next homeowner or office manager comes in and wants to change it? Put on more Vella and keep the texture, or sand it down and start from scratch. It's also easy to repair and patch, he concludes.

For more info please visit vellaplaster.com.



Graffiti Barriers: Tag You're It

While a primer might ensure a top-coat sticks to a surface, in a graffiti prone area you need just the opposite—a coating

for one, and for two it'll just give your tagger a fresh surface to ply his trade again. Dumond provides a non-sacrificial graffiti barrier to offer property owners a long-term environmentally safe solution. The challenge of the graffiti tagger is not to get caught, and by now many of them are very adept at sneaking up huge murals when nobody's looking. A graffiti barrier makes it easier to return the building to normal.

"Dumond is taking a 'bite out of crime' with its arsenal of Watch Dog Graffiti Control Products," says Petroci. "One of the biggest challenges when combating graffiti has been complete removal from an untreated or protected porous substrate such as brick and masonry surfaces.

"Our Wipe Out Porous Surface Graffiti Remover, under the Watch Dog Brand, was formulated to effectively and easily remove existing graffiti from most porous surfaces, without damaging the substrate or leaving scarring and 'ghosting'

behind— while being both safe for the applicator and friendly to the environment," he says. "This new technology salvages the substrate and avoids traditional damages that occur during the removal process by harsh chemicals, scrapping, grinders and blasting techniques."

Just like graffiti is art to some, combating it is more an art than a science, says John. Before you attack the problem with product, you need to know what's going to best solve it.

You need to test first, so that in wiping out last month's graffiti you're not wiping out 175 years of history. If you don't know the coating systems utilized during years past, apply some test patches, John recommends. From that you'll see what best adheres to your substrate and what best removes existing graffiti.

Once you determine what works, you'll be able to better come up with an accurate bid for the job.

"Furthermore," he continues, "dwell times for the specific projects are concluded, meaning Watchdog graffiti removal products are formulated to tackle old, deeply embedded graffiti and can even remove the ghostly images other removal methods leave behind—within a predetermined time frame. This is critical information that is needed throughout planning, estimating, and managing the project once the work begins." Dumond is interested in making sure their customers know the proper use of their products. If you'd like some product training, a good start might be to contact your paint dealer to organize something in your area. For more info please visit dumondchemicals.com. [IPC](#)



that makes it easy to take the paint off.

"Simply painting over graffiti has proven to only be a band-aid and often makes the property look worse," says John Petroci, president of Dumond Chemicals. Best known for its Peel Away line, Dumond is also a manufacturer of graffiti removal products. If someone hires you to slop paint over yesterday's tagging party, chances are it won't match

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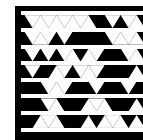
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