

The Factory Paint & Decorating Connection

Rte. 18 & 58
S. Weymouth
781-331-1200

Rte. 139 & 53
N. Pembroke
781-826-3143

Rte. 3 & 44
Plymouth
508-746-7117

Volume 2, Issue 1
Quarter 1, 2007

NEW PRODUCT:

Pratt & Lambert now has 2 oz color samples of Accolade Velvet paint to test on walls and trim. There is a selection of 288 popular Pratt & Lambert colors.



Price Increase Announcement

Benjamin Moore paint and stain prices will be increasing in January. You may want to think about adjusting your customer pricing appropriately reflecting the new increase.

NEW PRODUCT:

In the first quarter of 2007 Benjamin Moore will be launching their new Interior Waterborne Paint. The new product, Aura, will be available in quarts and gallons in Matte, Eggshell and Satin finishes.



The White House requires how many gallons of paint to cover its outside surface?

Answer will be revealed in next newsletter.

Muralo Incentive Program

The Incentive Program begins January 1st and ends December 31, 2007. All you have to do is purchase qualifying* Muralo products at any of our stores. You will accumulate gallonage throughout the year. The more you buy, the larger your reward!*

You can sign up in store or fax the form to 781-331-5262. The form is also available on-line at www.factorypaint.com.

*Review form for qualifying products.

*Prizes can take up to 5 months to be received.

Problem Solver

Problem:

Mildew

Cause:

- Forms most often on areas that tend to be damp, and receive little or no direct sunlight (walls with a northerly exposure and the underside of eaves are particularly vulnerable.)
- Use of a lower quality paint, which may have an insufficient amount of mildewcide.
- Failure to prime bare wood before painting.
- Painting over a substrate or coating on which mildew has not been removed.

Solution:

Test for mildew by applying a few drops of household bleach to the discolored area; if it disappears, it is probably mildew. Remove all mildew from the surface by scrubbing with a diluted household bleach solution (one part bleach, three parts water); wear rubber gloves and eye protection. Power washing is also an option, however the bleach solution must still be used. Rinse thoroughly, prime any bare wood, then apply one or two coats of top quality exterior paint, which typically contains more mildewcide.

The Professional Benjamin Moore Contractor Kit

You have trusted Benjamin Moore quality products to protect and beautify homes for years. Now you can build upon that confidence with this useful sales presentation kit.

The Professional Kit contains an array of color cards and fan decks, as well as informative materials that will help you educate your customers about their particular job as well as affirm your expertise and professionalism.

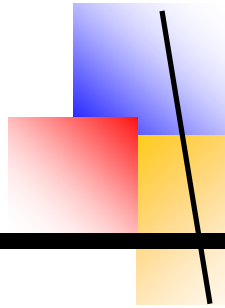
Inside you'll find:

- Benjamin Moore paint fan decks
- Benjamin Moore Stain fan decks
- Benjamin Moore Color cards
- Benjamin Moore Product technical bulletins
- Benjamin Moore Product sell sheets for paints and stains
- Benjamin Moore Problem Solver Fan Deck

Please contact us if you are interested in a Contractor Kit.

Check us out on the web!

www.factorypaint.com



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Volume 2, Issue 2
Quarter 2, 2007

NEW PRODUCT: AURA

Aura™ is a revolutionary new paint that delivers the highest levels of paint performance! The new paint dries quickly and can be recoated in one hour. Currently available in our Pembroke store but coming soon to the Plymouth & Weymouth stores.



Vendor/Contractor Mornings

Contractor Breakfasts have been scheduled:

Muralo	April 20th, Fri	Plymouth Store
Muralo	April 25th, Wed	Pembroke Store
Pratt & Lambert	April 27th, Fri	Plymouth Store
Cabot Stains	May 4th, Fri	Plymouth Store
Sikkens	May 25th, Fri	Pembroke Store
Benjamin Moore	May TBD*	Pembroke/Plymouth Store

You will receive information on any new products.

*Ask in store for unscheduled dates.



The White House requires 570 gallons of paint to cover its outside surface?

2006 Muralo Incentive Results

The following accounts purchased 100+ Muralo gallons in 2006.

- T Merry Painting 512 gallons
- Facility Management 340 gallons
- Rick Jones 315 gallons
- Mike Hayes 227 gallons
- Greg Andrews 201 gallons
- EF Wadsworth 149 gallons
- Stetson Painting 101 gallons

You can sign up in store or fax the form to 781-331-5262. The form is also available on-line at www.factorypaint.com.

Check us out on the web!
www.factorypaint.com

NEW PRODUCT: ENDURE

Muralo **Endure** 100% Acrylic House Paint is a high build, durable, exterior finish based on advanced technology that produces thicker and more flexible film.

- Lifetime Warranty
- Available in Flat and Satin
- Self Priming; One Coat Coverage
- Low Temperature Application to 35°F
- For uses on all types of new or previously painted surfaces
- Coming in Spring 2007

Spring Sale Packet

Be on the look out for the Spring sale packet. It will be coming shortly and is packed with tons of great buys and discounts. Be sure to take advantage!

Happy
Spring!

Price Increase Announcement

All Muralo and Elder & Jenks prices have increased.

Problem Solver

Problem:

Alligatoring

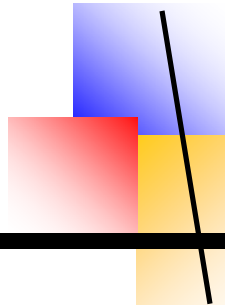
Cause:

- An alkyd, or other rigid coating, was applied over a flexible, acrylic coating.
- The recommended recoat time was not followed.
- Normal aging of an oil-based paint has resulted in a loss of paint film elasticity. The coating can no longer expand and contract.

Solution:

- Completely remove old coatings by scraping and sanding, or through use of a power washer and appropriate paint stripper.
- Apply one coat of Suprime® Exterior Latex Wood Primer or Suprime® Exterior Alkyd Wood Primer.
- Finish with two coats of Accolade® Exterior 100% Acrylic Latex to achieve superior adhesion and elasticity.

*Courtesy of Pratt & Lambert Paints



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Quarter 3, 2007

Job Cost Estimator

The Job Cost Estimator is a tool formulated to help residential contractors provide an accurate quote based on actual costs and desired profit - not just a general rough estimate. In today's competitive business world, it is important to factor in your actual fixed and variable costs such as overhead, labor, equipment, and supplies.



This step-by-step program asks you to enter in detailed cost figures, including items such as state tax, if applicable. The program further allows you to enter details specific for the job including square footage, special considerations, etc. Once all of the information has been entered, the Job Cost Estimator calculates an accurate figure with which to present to your client on a customized quote letter. Benjamin Moore & Co., created the Job Cost Estimator in order to assist you in optimizing your business's profitability. The program is based in Excel and will run on both a PC and a Mac. The Job Cost Estimator is available to professional contractors at no charge from Benjamin Moore.

To order your FREE Job Cost Estimator, please call 866-326-2372 EXT 2315

Home Run Challenge

Play in Benjamin Moore's Home Run Challenge!

Register at <http://www.benjaminmooresports.com>

Grand Prize: Trip to Spring Training 2008!

Weekly Prizes: Autographed baseballs and photos from stars like Cal Ripken Jr., Hank Aaron, Reggie Jackson and more!



Check us out on the web!
www.factorypaint.com

NEW Product: Cetol® Maintenance

Cetol Maintenance is a premium, non-pigmented exterior finish to be used over previously Sikkens coated vertical surfaces (siding) as a maintenance coat. Offers excellent durability and protection as well as highly effective UV absorbers.



Ben Moore Exterior Stain Event

"LIFE'S BETTER OUTDOORS"

Get up to \$25 off any Benjamin Moore Stain with a mail in rebate. Limit 5 gallons. Promotion runs May 28th-September 3.

Pratt & Lambert \$5 Rebate

"SAVE THE CHILDREN"

Receive up to \$50 off Accolade Interior or Exterior Paint with a mail in rebate. Limit 10 gallons per household.

Promotion runs June 18-July 31st.

Problem Solver

Problem:

Chalking

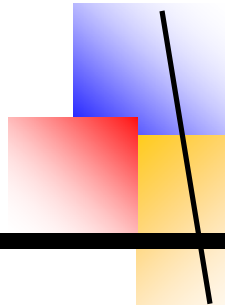
Cause:

- The natural film erosion of an alkyd coating.
- The use of a low-grade exterior paint or inappropriate interior paint.
- The failure to apply the coating at recommended spread rates.
- Erosion of factory finished aluminum/metal siding.

Solution:

- Remove as much chalk as possible through the use of a household detergent and stiff bristle brush, and rinse thoroughly with a power washer.
- Apply one coat of Suprime® 100% Acrylic Multi-Purpose Primer (Z1001/F1001).
- Finish with 1-2 coats of Accolade® Exterior 100% Acrylic Latex.

*Courtesy of Pratt & Lambert Paints



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Volume 3, Issue 3
Quarter 4, 2007

FREE!

Benjamin Moore is pleased to offer you free continuing education courses brought to you by AEC Daily. Take one of our free online CEU credit courses today.

List of courses:

- Paint 101: What is Paint?
- Color Foundations
- High Performance Floor Coatings
- Low-VOC Paints as Component of Sustainable Building Concept
- Paint 201: Practical Solutions and Problem Solving
- High-Performance Coatings for Industrial Applications
- Origin of Color and Pigments

Note: All classes qualify for HSW credit.

For more information go to this website:
<http://www.aecdaily.com/en/256282>

Problem Solver

Problem:

Sagging

Possible Causes:

- Paint applied too heavily, or at more than the recommended wet film thickness.
- Product applied during, or prior to, excessive humidity or cool conditions.
- Paint was over-reduced prior to application.
- Poor application techniques.
- Applying finish coat to a slick, glossy surfaces.

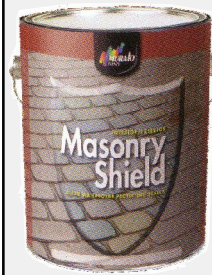
Recommended Solution:

- If paint has dried, sand smoothly before reapplying a new finish coat.
- Assure humidity levels and temperatures are ideal for painting.
- Prime slick, glossy surfaces with SuPrime® 100% Acrylic Multi-Purpose Primer (Z1001/F1001).
- Apply 1-2 coats of Accolade® Premium Interior 100% Acrylic Finishes; at the recommended spread rates.

*Courtesy of Pratt & Lambert Paints

Check us out on the web!
www.factorypaint.com

NEW Product: Masonry Shield



Masonry Shield is a clear waterborne low odor protecting sealer. It strengthens mortar joints and sand joints as well as protects against spalling and cracking. Masonry Shield brings out the richness of color and does not turn milky white when wet.

Job Site Signage

Advertise your business at both your job sites and on your company vehicles with a selection of attractive, personalized signs from Benjamin Moore. The signs display your company's name and contact information cleanly and clearly, in order to draw potential customers and present a professional image of your business.

Your Painting Company
(123) 456-7890

Quality Makes
The Difference!



Magnetic Signs

Designed for your truck or car (12 inches by 24 inches).

- \$42.00 per pair

Aluminum Site Signs

Designed for lawn display, with rod-on-real estate frame (18 inches by 24 inches).

- \$40.00 each (one-sided)
- \$46.00 each (two-sided)

Coroplast Site Signs

Step stake, personalized with your company's name and contact information.

- \$18.00 each (one-sided)
- \$22.00 each (two-sided)

Ordering Information

To order, complete this **order form** and mail or fax it to Tobie & Friends at 1-954-929-1286. If you have any questions, please call 1-888-257-4909.

Superfinish

Muralo's **Superfinish** product has been reformulated to Ultra Ceramic. The Flat finish has been replaced by the more durable and washable Matte finish.