

The Factory Paint & Decorating Connection

www.factorypaint.com

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Volume 6, Issue 1
Quarter 1, 2010

New Product: BreathSafe Ceiling Paint

Muralo Breathe Safe is a virtually odorless high-performance water-based latex ceiling paint, formulated with no harmful solvents. Ideal for nursing homes, schools, babies' rooms and health care facilities, as well as the hotel/motel industries.



Get the Competitive Edge

Become the go-to expert when it comes to going green. Products such as Natura and Breath Safe are great for Schools, Daycares and Learning Centers.



Problem Solver—Chalk Run Down

This problem occurs when the paint film erodes and the resulting residue appears chalky.

Possible Causes

Chalk run-down occurs when paint erodes excessively onto another area below ruining its appearance. The problem has a number of causes. First, the use of a lower-quality, highly pigmented paint or an interior paint can cause the paint to erode prematurely. Factory-finished metal siding can also erode to cause this problem.

Recommended Solution

First, remove as much of the chalk residue as possible by scrubbing any stained areas with a stiff brush and a detergent solution. Then, rinse the surface thoroughly. In cases of severe staining, an acid wash may be necessary. Either way, if the affected area dries to a different color, consider painting it with a quality latex paint. Eroding aluminum siding should be thoroughly cleaned (power washing recommended) before painting with a quality exterior latex paint.

New Products: Benjamin Moore 2010

EcoSpec WB Silver— This will be the first paint in the US to use the antimicrobial additive containing pure elemental silver. This will provide a mildew resistant coating. This coating is ideal for the following: Hospitals, Health Care, Educational and Recreational Facilities.

Regal Select— Infused with the latest technology Regal Select has excellent adhesion, Low VOC, fast recoat and high hide. The new product **does not** replace the existing Regal line.

The Contractor Fan Deck

Simple and quick! That's what both you and your customers need when it comes to color selection for interiors and exteriors. To help you, Benjamin Moore created *The Contractor Fan Deck*.

The double sided fan deck includes over 200 of the most popular colors. One side displays interior colors and the other side exterior colors, giving you less to carry and more to work with on the job site. This fan deck was designed to be used alone or as a starting point along with other Benjamin Moore color cards and fan decks.



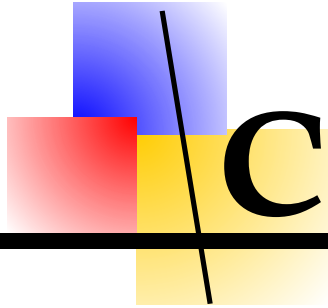
Each fan deck strip includes 3 coordinating colors. They can be used together as a base, trim, and accent color grouping. This makes the process of choosing several colors for an interior room or a home's exterior easier than ever.

Contact Kevin Mooney to obtain The Contractor Fan Deck.

Contractor Specials!!

To learn more about our Contractor Specials please contact Kevin Mooney via kmooney@factorypaint.com or 617-285-7741.

Check us out on the web!
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Volume 6, Issue 2
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Contractor Event

Our April 7th Contractor Event was a huge success. Everyone enjoyed themselves while gaining great knowledge of products. Thank you to all those who attended!

New Lead Paint Safety Regulations for 2010

Make sure you're ready to comply with the EPA's new lead paint safety rules - get your team trained now! The EPA has issued new lead paint safety regulations, for exterior and interior painting projects at locations with lead-based paint, that went into effect April 22, 2010. Contractors working at these locations must complete an 8 hour EPA-certified training course on lead safe work practices to avoid fines of up to \$32,500 per violation, per day. The course covers the following:

- Procedures for alerting residents and other responsible parties about lead hazards
- Approved dust-containment, clean-up, and disposal procedures
- Required documentation and record-keeping

For exceptions to these rules and complete contractor compliance guidelines and training information, download the EPA brochure "Small Entity Compliance to Renovate Right: EPA's Lead Based Paint, Renovation, Repair, and Painting Program" at www.epa.gov/lead/pubs/renovation.htm.

To find an EPA-accredited training program, call the National Lead Information Center Hotline at 800-424-5323.

New Technology: Titan 440 Air Assist

Titan's newest spray unit combines the ease of application of HVLP and the versatility of airless sprayers.

Special Pricing Available!



Contractor Specials!!

To learn more about our Contractor Specials please contact Kevin Mooney via kmooney@factorypaint.com or 617-285-7741.

New Product: ARBORCOAT

ARBORCOAT, Waterborne Exterior Stain, is a premium quality 100% acrylic finish coat. With the unique two coat deck system, your expertise can be showcased through a superior product.

Here are the features:

- Formulated to protect, and beautify wooden decking and furniture
- Provides mildew resistant coating
- A water repellent coating
- Scuff resistant
- Dual UV protection for Deck systems



Insl-x STIX ~ LEED Compliant

Our best all purpose bonding primer! Use STIX on interior and exterior surfaces and topcoat with almost any type of coating including Alkyd, Acrylic Latex, Urethane, Epoxy, and Lacquer Finishes. STIX is a low VOC primer, which levels to a smooth surface and cleans up with soap and water.



Zinsser SMART PRIME

Smart Prime is a LOW VOC interior/exterior primer that offers the performance of an oil-base primer in an advanced water-base formula. Developed for professional and commercial applications, Smart Prime combines dependable stain blocking power with fast-dry convenience, exceptional flow and leveling and outstanding adhesion to glossy surfaces.



Mad Dog Primer

Mad Dog Primer is very unique as it is a patent pending Weather Smart technology. Weather Smart grips on to the problem areas like glue and remains flexible. Mad Dog Primer adjusts to the weather conditions. It contracts when its cold, expands when its hot, and also breathes better than most latex coatings. Weather Smart resins grip on at an amazing 300 PSI and can flex up to 300%. Mad Dog Primer even stops some rust and tannin bleed problems.



Mad Dog Primers can significantly extend the life of a painting project. Customers have reported a double or even triple life extension. While Mad Dog costs more than other primers, it can save a building owner thousands of dollars.

New Service: Custom Aerosol

We now have an aerosol can filling machine that uses compressed air to fill pre-charged cans. The unique cap lets you avoid messy prep and cleanup while leaving you with the actual color inside the cap for easy reference. This is a must have tool!



New Product: Zip Pole

ZipPole™ Spring Loaded Poles offer all the advantages of the original products, such as Spring Loading at the top. This lets you lift the pole to tuck the sheeting underneath for easy setup. It also maintains constant tension on the pole, compensating for movement at the ceiling or at the floor if the poles are bumped, or if there is a lot of air movement at the job site.



Additional stability is ensured with non-skid, non-marking pad at the top of the pole that grabs the ceiling like magic, while the non-skid GripDisk™ keeps the foot of the pole and the sheeting locked in position at the floor.

Proconnection-iPhone® app

Benjamin Moore has created *ProConnection* - a new iPhone® app designed specifically for painting contractors! It will keep you connected to Benjamin Moore's resources and products, as well as manage all of your projects anywhere you go!

Here's what *ProConnection* can do for you:

- Create a custom client database, including pictures of each project, tagging color and products for each project, and detailed information, such as square footage and other notes
- Search paints and other products by category
- Search the color collections and view full-screen color swatches
- Add colors, paints, and other products to your Favorites
- Quickly connect to technical support via e-mail and phone
- Easily locate your closest Benjamin Moore retailer

You can download your free ProConnection app from the AppStore Web site (you must have iTunes installed in your iPhone to access the link).



Facebook

Factory Paint is on facebook. If you would like to become a fan please visit www.factorypaint.com and click on the facebook icon.



Receive Insider Information

If you would like to receive promotional, product and event information via email submit your email address to clinics@factorypaint.com.

Problem Solver—Blistering

A blister can form when vapor expands between a coated surface and the film that protects it.

Possible Causes

Anything from humidity to construction defects to a lack of effective vapor barriers often can lead to moisture condensation on wood siding, which generates pressure on the wood and its coating. As the surface dries, water evaporates, but the paint film does not recover.

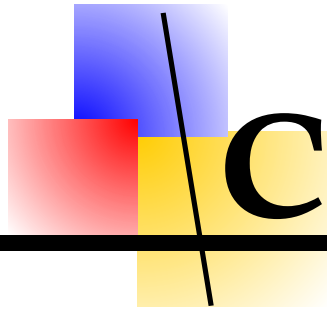
Blisters can also form when painting in direct sunlight with solvent-based coatings on a surface that is too warm. When you apply thicker coats, or re-coat before a previous coat has completely dried, the paint surface can dry before the solvent releases from the underlying film. This traps the solvent, which can expand and cause blisters.

Recommended Solution

To remove blistered paint, sand and scrape peeling paint to the bare wood. Prime the exposed areas and repaint them.

For blisters caused by moisture, minimize any future problems by repairing loose caulking and installing vents or exhaust fans. These will allow moisture to evaporate before it can penetrate wood siding. For large blistered areas, use a high-pressure washer or a heat gun to speed up the process of removing the paint. Remember that blisters occur only in fresh coats of paint. When they break, they contain no liquid and do not indicate a defect in the wood. They can be removed by scraping and sanding.

**Courtesy of Benjamin Moore*



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Volume 6, Issue 3
Quarter 3, 2010

Lead Seminars

Both the June and July class went very well. If you have taken the class whether at Factory Paint or elsewhere and would like to be added to our HEPA certified list please email clinics@factorypaint.com or you may let any of our paint departments know.

Child Guard

Child Guard is a water-based, paint-like coating blended specifically to form a barrier between lead-based paint and the environment. Child Guard is approved for use in all 50 states, and meets or exceeds all projected federal, state, and local standards for covering lead-based paint on interior or exterior surfaces. Child Guard contains Bitrex, a bitter-tasting, nontoxic ingredient to discourage oral contact.

Here are the features:

- Available in your choice of colors
- Easy to apply with a brush or roller
2 coats (7 dry mils) per application
- Nontoxic
- Meets all HUD & EPA guidelines
Architectural Matte Class "A" fire-rated
- Washable & can be painted over



Floor Sander

Great for Decks and Hardwood Floors! The sander is rented by either a 1/2 day or a full day. Both the pad and the sandpaper are available. If you are interested in renting the floor sander please contact our Weymouth Paint Department at 781-331-1200.



Benjamin Moore Price Increase

Coming in September there will be a price increase on Benjamin Moore products.

New Product: ADVANCE

The new **ADVANCE** is perfect for residential contractors. The interior waterborne alkyd consists of a primer, flat, satin and high gloss sheens. Advance is a low VOC coating, has low odor and minimal yellowing.



New Product: Exact Color Sealant

Everything you need to create your own custom color caulk! Use with any latex paint including metallic paint and textured paint. For both interior and exterior applications. It provides a watertight seal.



Searching for new ways to grow your business?

Join experts from Benjamin Moore and the Painting and Decorating Contractors of America (PDCA) for a series of **FREE online seminars** designed specifically for painting contractors!

- Get tips and techniques on how to strengthen your business
- Learn what works and how to apply it to your business
- Share your experiences and get feedback and answers to your questions

For more topic information go to:

<http://www.benjaminmoore.com>; Click on the

For Contractors tab then click on **Programs and Services**, thirdly click on **Free Webinars**.

Contractor Info & Specials!!

To learn more about our Contractor Specials or simply just have a question please contact Kevin Mooney via kmooney@factorypaint.com or 617-285-7741.