



# The Factory Paint & Decorating Connection

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## 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](mailto:kmooney@factorypaint.com) or 617-285-7741.

Check us out on the web!  
[www.factorypaint.com](http://www.factorypaint.com)