



The Factory Paint & Decorating Connection

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Internet Savvy?

If you are internet savvy you should check out these online tools Benjamin Moore has created.

- Facebook Fan page
- “Paint With Ben” website
- Twitter accounts “Paint With Ben” and “Benjamin Moore”
- Ben Color Capture application for iPhone.

Dell™ Computer Program

Through Benjamin Moore’s special program with Dell™ Computer you are able to purchase personal computers for your business at a discounted price. Many painting contractors today use their computers to enjoy these benefits of the program:

- Benjamin Moore Personal Color Viewer software
- Comprehensive CD updates for all Benjamin Moore manuals and reference tools instead of time-consuming paper updates.
- The option to purchase accessories at a reduced price, such as hand-held personal digital assistants and digital cameras

Order Online—Log onto www.dell.com/epbuy

Order by Phone—Call Dell at 1-800-695-8133.

Be sure to have your member ID# handy (GS26630243).

Problem Solver—Wrinkling

Wrinkling occurs if the paint surface becomes rough and crinkled when the paint forms a “skin.”

Possible Causes

Wrinkling can occur when paint has been applied too thickly. This is more likely to happen when using alkyd or oil-based paints. Painting a hot surface in very hot weather can also lead to wrinkling. Exposing uncured paint to rain, dew, fog, or high humidity levels can also cause wrinkling. If you apply the topcoat of paint to an insufficiently dried first coat or to a contaminated surface, it may also lead to wrinkling.

Recommended Solution

Scrape or sand the substrate to remove the wrinkled coating. Repaint, applying an even coat of top-quality exterior paint. Make sure the first coat or primer is dry before applying the topcoat. Apply paints at the manufacturer’s recommended spread rate. When painting during extremely hot, cool, or damp weather, allow extra time for the paint to dry completely.

Contractor Specials!!

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

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.

Your Voice Should Be Heard

Join Benjamin Moore’s Professional Painter Advisory Board. Are you a professional contractor who would like to take an active and responsible role in providing honest feedback to Benjamin Moore on new products, enhancements to existing products, services and programs designed to benefit professional end-users? If so, then the PPAB is for you!

The intent of the PPAB is to establish an innovative approach to gathering feedback from select professional contractors on issues important to the success of your business. Members of the PPAB play a significant role in helping to define the optimal product and service offerings for the professional painting contractor.

As a PPAB member you will enjoy many benefits including:

- Previews and the opportunity to test new products
- Valuable incentives through the Inside Edge
- The opportunity to make a difference in the industry
- Chances to win prizes

Participation in the PPAB can include a wide range of activities, with the primary means of communication being internet surveys. Surveys are emailed to members several times per year, with your completion being crucial to obtaining accurate information. The surveys may include existing or proposed programs services and products, or more general issues that impact the industry as a whole.

For more details go to www.benjaminmoore.com. Click on the For Contractors tab then click on Business Resources.

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

