

The Factory Paint & Decorating Connection

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Rte. 139 & 53
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Rte. 3 & 44
Plymouth
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Volume 3, Issue 1
Quarter 1, 2008

The year 2007 brought our industry many new products. In case you were too busy, which is wonderful to hear!, here is a recap.

NEW Product: Aura

Benjamin Moore's **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. **Aura** is available in quarts and gallons in Matte, Eggshell and Satin finishes.

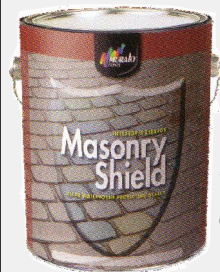


NEW Product: Endure

Muralo's **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

NEW Product: Masonry Shield



Muralo's **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.

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.



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

Reformulated Products

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 The Flat finish has been replaced by the more durable and washable Matte finish.

2205 Universal

Universal was reformulated to better adhere to glossy surfaces.

Factorypaint.com

Our website, www.factorypaint.com, has been updated with new pages and information. The Contractor page now features our *past newsletters, tools to help with your jobs, education course information and new products.*

Acoustical & Erasawall

Brewster Wallcovering now has Acoustical Wallcovering and Erasawall. Acoustical Wallcovering is ideal for offices, auditoriums, home theatres, media rooms, basement redesigns and playrooms. Erasawall is popular for home projects and commercial since you can buy as little as one foot that is 60" wide. Applications can range from home message centers, craft rooms, community meeting rooms, schools, libraries and hockey rinks. Please contact our wallpaper department for more information.

Cabot Stain Training

There will be a Cabot Stain training day in either February or March. Check in store for dates, locations and times.

Problem Solver

Problem:

- Poor Flow/Leveling

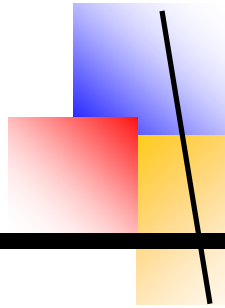
Possible Causes:

- The use of paint with poor flow and leveling characteristics.
- Applying paint before underlying coat has dried.
- Paint applied too heavily.
- Use of poor quality or wrong type of brush or roller cover.

Recommended Solution:

- Sand walls smooth to eliminate any stipple or texture.
- Use high quality products with excellent application characteristics such as Accolade Prem. Inter. 100% Acrylic Finishes. Accolade is formulated to provide superior flow and leveling which results in a smooth elegant finish.

*Courtesy of Pratt & Lambert Paints



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Volume 3, Issue 2
Quarter 2, 2008

Price Increase Announcement

Coming this Spring there will be a Muralo, Benjamin Moore and Pratt & Lambert price increase.

NEW Product: Aura Exterior

Coming end of April, *Benjamin Moore's Aura Exterior* is available in quarts and gallons in Flat, Low Lustre and Soft Gloss finishes.

2008 Contractor Cash Back and Reward Program Calendar

Benjamin Moore has planned an entire year of opportunities for contractors to build their businesses and receive cash back! Keep this calendar so you can plan ahead.

FRESH START PRIMER -- January through December
Buy 100 gallons and get \$200 back - and then \$2 back on each additional gallon.

AURA PAINT -- April through December
Each purchase earns points, which can be turned into great rewards. Contractors get 200 bonus points when they enroll at benjaminmoore.com/cash.

For more details check out:
<http://www.benjaminmoorecontractor.com/Home.aspx>

Cetol® Door & Window

This alkyd high solids formulation offers optimum protection and a distinctive look for these unique areas. Available as a clear satin, clear gloss or 4 ready mix colors in satin.

For use on **Doors, Windows, Garage Doors, Fiberglass Doors.**



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

Vendor/Contractor Days

You will receive information on any new products. Contractor Days have been scheduled:

Pratt & Lambert

April 4th, Fri Plymouth 7:30-10:30 am

Sikkens

April 11th, Fri Plymouth 7:30-10:30 am

May 14th, Wed Pembroke 8-10 am

May 20th, Tue Weymouth 7:30-10:30 am

Titan/MitM/Muralo

April 18th, Fri Plymouth 7:30-10:30 am

Zinsser

May 7th, Wed Pembroke 8-10 am

May 16th, Fri Plymouth 7:30-10:30 am

Benjamin Moore

April 22nd, Tue Weymouth 4-7 pm

April 30th, Wed Pembroke 8-10 am

May 2nd, Fri Plymouth 7:30-10:30 am

Cabot Stains

May 7th, Wed Weymouth 7:30-10:30 am

May 9th, Fri Plymouth 7:30-10:30 am

NEW Product: Red Seal Porcelain

Introducing Red Seal Porcelain Products

- Low VOC
- Virtually no odor
- New Ceramic technology
- Ultimate in Stain Removal
- Superior flow and leveling
- Flat, Eggshell and Satin Sheens
- Good Housekeeping Seal of Approval
- Unique Smooth, Silky application feel
- MPI "Green Performance Approved" #44
- Superior scuff and burnish resistance



NEW Product: AllPrime

AllPrime is a *Zinsser* primer/sealer product available in Interior & Exterior Premium Oil-Base and Interior Water-Base. Here are a few great features:

- High Hide
- Sands easily
- Dries fast & flat
- Stain blocking

Coming this Spring!

Muralo Incentive Program

The more you buy, the larger your reward!

Your purchase of qualifying **Muralo** products, through 2008, at any of our stores and will be calculated at the end of the year. You must purchase 100 gallons to reach the first prize level. Sign up in store! More conveniently go to the Contractor page at www.factorypaint.com to print form and fax to 781-331-5262.

NEW Product: Lumberjacket

Muralo's Lumberjacket has been reformulated to meet VOC regulations. The exterior stain line is available in Solid Acrylic Siding, Solid Acrylic Decking and Semi-Transparent Deck & Siding. There are three standard colors along with a tintable base.



Problem Solver

Problem:

- Mildew

Possible Causes:

- Use of poor quality paint, which has an insufficient amount of mildewcide.
- Use of an alkyd or oil-based coating, which tend to be more susceptible to mildew growth.
- Painting over existing mildew.

Recommended Solution:

- Mildew must be completely removed by scrubbing with a solution of 1 part bleach to 3 parts water. Rinse and let dry.
- Apply one coat of Suprime 100% Acrylic Multi-Purpose Primer.
- Finish with 1-2 coats of Accolade Ext. 100% Acrylic Latex Finish.

*Courtesy of Pratt & Lambert Paints

Check us out on the web!

www.factorypaint.com

Check out these savings!

Cabot Stains

Buy 4 Gallons, Get 1 FREE!

Factory Paint & Decorating
Pembroke • Plymouth • Weymouth

*Must present coupon to receive free gallon. Limit of 4 FREE gallons. Lesser value product will be redeemed as FREE gallon. Purchase must be made in increments of either 4, 8, 12 or 16 gallons in order to receive the FREE gallon(s). Offer valid 4/14-4/25/08.



Name: _____

Address: _____

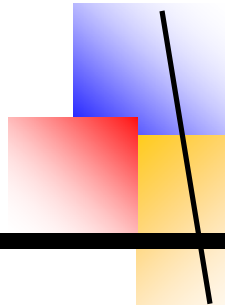
City, State, Zip _____

Email: _____

Choose One: AllPrime Int. Water-Base
 AllPrime Int./Ext. Premium Oil-Base

*Coupon only good at time of purchase. Coupon must be completely filled out. Limit 2 gallons free per customer. While quantities last. Offer valid 4/15-4/30/08.

**Buy One
Gallon of
AllPrime™
Get One
FREE!**



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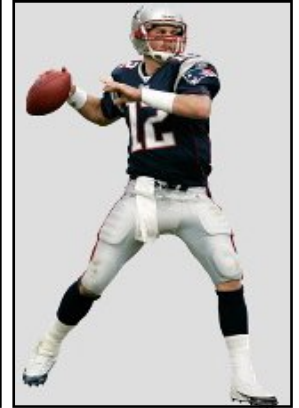
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Volume 3, Issue 3
Quarter 3, 2008

NEW Product:



Fathead looks great. Life-size images of outstanding quality. Fathead captures the passion and action you're looking for.
Fathead lasts. Thick high-grade vinyl resists tears, rips and fading.
Fathead sticks. No loss of adhesion. No damage to your walls.
Fathead makes it easy. Just peel and place. No tape, no tacks, no clutter.
Fathead changes everything. It's a total room makeover in about 5 minutes.
The Pembroke store has many in stock! Here are just a few....



Aura Contractor Rewards

Currently contractors can earn 100 pts per gallon on all Aura Interior Products as a part of the Contractor Rewards in 2008. This promotion will also include Aura Exterior. Any contractor who has used Aura should sign up as the rewards are very easy to achieve. A contractor gets 200 points just for setting up his account online and the rewards start at 500 points. This means a contractor only needs to purchase three gallons of Aura to start redeeming points. For more details check out:

<http://www.benjaminmoore.com/cash>

Rubbol® DEK

Sikkens Rubbol® DEK is a premium, protective, solid color exterior wood stain for decks. Can be used on decks, railings, benches, patio furniture, composite wood. This product has excellent wear, easy application, water repellent, excellent adhesion, minimal maintenance.



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

NEW Product:

Aura Exterior is HERE!
Benjamin Moore's Aura Exterior is available in quarts and gallons in Flat, Low Lustre and Semi Gloss finishes.



Problem Solver

Problem:

- Tannin Staining

Possible Causes:

- Failure to prime and seal the surface before applying the finish coat.
- Failure to use a primer that is stain-resistant and blocks tannin.

Recommended Solution:

- Eliminate any possible sources of excess moisture.
- Thoroughly clean the stained area and allow to completely dry.
- Apply 1-2 coats of Suprime® Int/Ext Alkyd Stain Blocker. Oil based primers are most effective for tannin blocking.
- Finish with 1-2 coats of Accolade® Exterior 100% Acrylic Latex.

*Courtesy of Pratt & Lambert Paints



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Quarter 4, 2008



Did you know? Ben Moore is offering spray application instructions for Aura paint online at www.benjaminmoore.com

2008 Contractor Cash Back and Rewards

Benjamin Moore has planned opportunities for contractors to receive cash back! You must take a look at these two promotions as they end this December.

FRESH START PRIMER -- Promotions ends 12/31/08. Buy 100 gallons and get \$200 back - and then \$2 back on each additional gallon.

http://www.benjaminmoorecontractor.com/CashBack_FreshStart.aspx

AURA PAINT -- Promotions ends 12/31/08. Each purchase earns points, which can be turned into great rewards. Contractors get 200 bonus points when they enroll online.

<http://www.benjaminmoorecontractor.com/AuraPointsOverview.aspx>

News on Aura

Contractors who have been using the product say the waterborne paint exceeds expectations. They are raving about the extreme hide, eco-friendly and fast drying features, not to mention the rich color selection.

One of **Aura's** great features is the no need to smooth out brush marks. For best results cut in with a polyester brush and roll with a 3/8" nap roller cover. The paint dries very fast so you will need to work quickly and keep your roller ready.

Price Increase Announcement

Mid September there was a Benjamin Moore price increase on select products.

Superfinish Ceramic 100% Acrylic Matte

Superfinish Ceramic Matte has excellent adhesion to most substrates, such as drywall, plaster, wood, composite materials and primed metal.

- Interior 100% Acrylic Matte finish
- Available in White/Bases & 6 ready-made colors
- Offers a washable and durable finish
- Completely spatter resistant
- High Hiding



Problem Solver

Problem:

- Paint lacking the ability to hide or obscure a surface when it has been uniformly applied.

Possible Causes:

- The use of a paint with low solids content.
- The use of a poor quality or wrong type of brush or roller cover.
- Paint was spread too thin, and not applied at recommended wet film thickness.
- Painting over a porous, unprimed surfaces.
- Color containing colorants such as bright yellows or reds, was used and naturally does not hide as well as muted colors.

Recommended Solution:

- Always use high quality, recommended applicators.
- If a deep bright color is selected, prime with Suprime® Interior Latex Deeptone Primer, and have it tinted to a recommended grey shade.
- Finish with 1-2 coats of Accolade® Premium Interior 100% Acrylic Finishes. Accolade® Finishes have a high solid content, which increases their hiding ability.

*Courtesy of Pratt & Lambert Paints

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