



brush *up* *on your* painting

featuring

HELPFUL INFORMATION ON STARTING
YOUR OWN PAINTING BUSINESS PLUS
HOW-TO-PAINT ADVICE

MAKE IT YOUR BUSINESS

Whether you are a seasoned painter with hundreds of jobs under your belt or a beginner with no more experience than the next person, this is your guide to establishing and succeeding in your own paint contracting business.

Additionally, we have provided information to help you touch up your painting skills. We show you why the right paint is important to get the best coverage and color, and we provide lots of tips on preparation, application and cleaning up. With quality, long-lasting Conklin Show Kote® paints and the right techniques, you can cover any interior or exterior surface with a professional-looking finish that will be admired and appreciated for years to come.

Conklin offers you top quality paint products and this step-by-step booklet to start your business off on the right foot. When you build your business around ShowKote® paint and its sister products, you also have access to the experts in our Building Products Division — experienced people who know the challenges you may encounter.



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THANKS TO:

The Rohm and Haas Paint Quality Institute for its many contributions to this manual, including solid research, expert advice and informative charts and illustrations.

SECTION ONE

Starting a painting business

PLANNING FOR SUCCESS

This is not a booklet about hiring yourself out as a freelance painter. That “have brush, will travel” approach is an honest living, but it will only get you so far. This section is about turning the painting profession into a business that will grow and prosper and offer many new challenges for years to come.

The number one reason that businesses fail is not lack of hard work, but lack of a clear purpose. To build a successful painting business, you need both long- and short-term goals and you need a plan for meeting them.

Setting the right goals

“I want to have a successful painting business” or “I want to be the best painting business in town” are worthy goals, but they need to be more specific:

- What kind of painting business do you want? Are you going to do custom residential jobs only? Commercial buildings? New home construction? Any and all?
- What is your vision of success? Do you hope to build a large business with several crews or do you want to keep it small? What will your role be in the first year, and what role will you play after five or ten years? Will this be a family business? Do you plan to have a partner? What annual income is “successful” to you?
- Will you have an office? Will you own your equipment or lease it? Is it important to earn a profit right away or can you put any earnings back into the business?

You can always adjust your goals once you start, but it’s important to have both a long-term, comprehensive vision and smaller milestone goals along the way. You need the big goal to know where you want to be and the intermediate goals to know if you’re still on track to getting there. For the first few years especially, your goals should be very concrete: “By the end of Year One, we will have a crew of three and our gross revenues will be \$50,000.” Or “By the end of the first year, we will be 10 percent toward our long-range goal. By the end of the second year, we will be 20 percent toward our goal.”

Once you’ve set optimistic but realistic goals, you’ll find you have an outline for planning. With those intermediate goals you can start to make decisions about financing, hiring, work roles and supervision, equipment, marketing and all the other components. If you put these goals in writing and post them where you can see them, you’ll always have the inspiration to overcome challenges.

FINANCING YOUR BUSINESS

The old saying is that you’ve got to have money to make money. A painting business is no different — you will need a substantial investment to start and sustain your business. If you try to run a shoestring operation, you will always be looking over your shoulder and your customers will be looking down their noses. Your chance for success is much greater if your venture has adequate capital from the beginning.

A painting business with \$500,000 in annual revenues is an average size for a well-established operation: several crews, several trucks, an office, equipment and inventory. You would need about \$200,000 to sustain such a business:

\$100,000 in receivables and work in progress

If you're bringing in revenues of \$500,000, that's about \$40,000 in billings each month. If bills are paid 60 days after invoices are sent, that's two months' worth of receivables (about \$80,000) that you are carrying at any one time. Painters can't live on promises. You will have to pay your crews' wages and material advances until the jobs are done and can be billed out, so that's another \$20,000 to carry the costs of work in progress.

\$100,000 in equipment and materials

A \$500,000 operation would likely require five trucks, plus painting equipment, for a total of about \$75,000. Add another \$25,000 for office equipment (computers, phones, furniture, fax machine, etc.) and an inventory of painting supplies.

I don't have that kind of money!

You don't need the entire \$200,000 at start-up. That's the investment you'd need over 10 years, if you were building up to the goal of \$500,000 annual volume. But even over 10 years, that's a lot of money. Where will you get the funding?

- You can borrow some of the money from a bank or credit union. They may underwrite your vehicle lease/purchases, but they would probably not lend all the money you need. The maximum would be about \$60,000.
- When you buy materials, the suppliers will give you a grace period of 30 to 60 days to pay up. But your suppliers will not extend much more than \$10,000 of this trade credit.

So who funds the remaining \$130,000? The answer is, you do. Or rather, your business does. If your business is making a modest profit, then it is providing the capital to finance itself.

Just 5 percent

Two simple goals will help you finance your own prosperity. The first goal is growing your volume by \$50,000 each year until you get to your \$500,000 benchmark (or 10 percent annually of whatever your 10-year goal is). The second goal — the hard part — is striving to earn 5 percent annual profit after all expenses are paid, including your own salary.

If you can get out a 5 percent profit and invest those earnings back into the business, you will have adequate financing to run your business successfully. This requires discipline, and it will mean doing without some of the frills for several years. But in the long run, you will have a healthy, profitable business and financial security.

TAXES AND INSURANCE: UNAVOIDABLE EXPENSES

You may be tempted to cut corners in order to meet your profit goals. But tax and insurance is not the place to look for savings.

In the eyes of the law, your laborers are your employees regardless of how you pay them. You cannot get around the law by calling them "independent contractors." You are required to pay all of the following, and failure to pay these taxes and to carry minimum insurance will expose you to severe penalties and risk:

- State unemployment insurance: It varies by state, but typically your premiums will be about 4 percent of your gross payroll. Due monthly or quarterly.
- Federal unemployment insurance: also known as FUTA. Cost is seven-tenths of 1 percent (0.7%) of payroll, due quarterly.
- Social Security and Medicare: also known as FICA. The employer's share is 7 percent of gross wages. Your employees must also pay 7 percent, and you are required to withhold their portion from their paychecks. Deposits due twice a month.
- Worker's compensation insurance: painting is moderately dangerous business — ladders, travel, power equipment and changing work sites. Rates vary by state, but typical costs for the employer are 7 to 10 percent of the base wages (less for supervisors and office workers). Paid monthly, quarterly or annually to your insurance carrier.
- Liability insurance: you can figure about 2.5 percent of payroll for adequate coverage to protect your business against lawsuits from clients and the public.

That all adds up to 21 percent to 25 percent of your payroll (depending on your state). A good rule of thumb is to add 25 percent to your labor projections; if you are paying a painter \$10.00 an hour, it will cost you \$12.50.

LOOKING AND ACTING PROFESSIONAL

You never have a second chance to make a first impression. If you and your crews present yourselves well, you will earn the trust of your customers. And if you treat your clients well once you land the job, you will build a solid reputation in the business.

Being neat and clean is the first thing, the minimum. But good manners are just as important. And this includes every person who works for you. You have to set the example for treating customers with courtesy and respect, and insist that your employees likewise conduct themselves in a polite, professional manner. Let them know in no uncertain terms that crude language, sloppy dress or rudeness will not be tolerated when they are on the job. Alcohol should never be allowed at a job site under any circumstances, either. Even if used responsibly, it sends the wrong message to your customers.

Your reputation depends on your professionalism, and so does the very success of your business. In every way that you and your crews conduct themselves, remember that each current customer is a friend, relative or acquaintance of a potential customer.

Your client may have had a bad experience with past painters, or even the builder or remodeler who just finished at the site where you're starting. There are a few bad apples in the painting and contracting business who make it hard for the rest of us. The best way to respond to a suspicious or skeptical client is to be courteous, professional and attentive to their needs.

LIVING UP TO PROMISES

The foundation of your operation should be honesty and quality work. Quality work includes living up to your promises. There will always be problems and snafus. Many problems can be prevented or minimized through solid planning and a policy of pleasing the customer. Keep a written schedule of all jobs and stick to the deadlines you set. If you cannot fulfill your end of a time commitment, be professional about it and notify the customer immediately. The worst thing you can do is give the client a starting date and not show up.

If there is a foul-up on your part, or you encounter a problem which will delay the project, contact the client. Let them know what happened and when the problem will be fixed and/or the job completed. Assure them that their satisfaction is important. In most cases, the customer will appreciate being informed and will compromise with you.

WRITTEN AGREEMENTS

You can protect yourself (and your customers) by always insisting on written agreements. Even with the smallest of jobs it is important to have everything spelled out before you start the project.

If there is a dispute and no written document to back you up, the customer has the upper hand because they haven't paid you yet. You should have a standard contract that clearly details your obligations and the exceptions. Both parties sign it and both parties receive a copy.

Putting the job in writing also clarifies what the customer wants done, meaning they will be more satisfied when the job is completed. If a customer refuses to sign a contract, politely decline the job. It is too big a risk, and invites hassles later.

On larger projects, it's also advisable to get a credit application from the client. You can't afford not to be paid when you have so much wrapped up in a single project.

Bringing in business

You may have fair rates and talented painters, but that doesn't bring in new customers if no one knows you're open for business. With a little advertising savvy and a modest outlay of marketing funds, you can attract a steady stream of clients to your new painting operation.

WHAT'S IN A NAME?

If you don't have a name for your business yet, put some thought into creating a name that is professional sounding yet easy to remember.

Your business name should be simple and indicate something about what you do: S&J Painting, The Painters, FreshCoat, Olson Exterior Painting, Eastside Painting Company, etc. Avoid names that are vague about what you do (e.g., Marsh Enterprises).

Brainstorm as many names as you can think of, and then ask people you know to help narrow down the list. Don't make it too long (Harold Fenstermaker & Sons Painting and Contracting Company) or too abbreviated (J.P. Shay Bros. Inc.) or too "cute" (Paint-o-Rama).

What do we do?

Once you have chosen your name, you have to decide what kind of painting your company will do. List those services which you intend to provide: interior painting, exterior painting, power washing, commercial work, residential only, etc. If you are going to market a service, be sure that you are competent to do the job. Don't promise more than you can deliver.

What's your sign?

Imagine your future fleet of trucks criss-crossing the area. Picture a distinctive logo on the side panel. There it is again on your letterhead. And your business cards. And the Yellow Pages ad. And the promotional coffee mug. A logo tells the world that you are a legitimate, professional business.

Your logo could be something as simple as a paint can or paintbrush. Perhaps the name of your company in special graphics will be your logo. Maybe you like a combination of the two, or a different symbol altogether. Find a graphic artist (in the phone book, through a local art school, or through a commercial printer) who understands your ideas or crude sketches and can turn them into a sharp-looking logo. Make sure it's attractive when enlarged but readable in small type.

Your calling card

In some cases, your business card will be a customer's first introduction. Be sure that it speaks well of you. Business cards are one of the most effective and cost-efficient ways of promoting your business.

Conklin's *Trade Tools* stationery catalog has an easy, inexpensive way to create a first-class look in all everyday business supplies including letterhead, envelopes and business cards. Call Conklin Communications Department for details.

KEEP 'EM ON FILE

It's a good idea to keep a master file of all your clients and business associates. Even if it's a customer who asked for an estimate but didn't contract with you, keep that person's information on file.

File folders are inexpensive; keep a separate folder for each customer, builder or contractor. Include the following information:

- Name, address and phone number
- Description of what work was done, and when
- Copies of estimates and contracts
- Letters of recommendation
- Personal info reminders: spouse and kids, occupation, who referred them, etc.

Customers who were satisfied with your service will become regulars if you stay in contact. Send them a personal letter, postcard or Christmas card each year so that they think of you when they or a friend need some painting done.

Try to send a personal letter, even if it's just a few handwritten lines. Avoid generic, impersonal form letters. If your client base grows to the point where personalized letters are no longer feasible, try sending a newsletter with updates about your company (awards, new employees, new services), community activities you support, and other tidbits like home improvement tips. Another approach is mailing flyers with a special offer or discount for "valued customers"; again, personalize the mailings if possible.

You should stay in touch more often with the builders, architects and interior designers you do business with. Write a letter every three to six months to remind them that you value the relationship and are anxious for their referrals. Better yet, take your most valuable associates to lunch.

Happy customers? Get that in writing, too

At the end of a project, ask the customer for a letter of recommendation. It doesn't have to be fancy or formal. A handwritten note that says "Thanks, Ed. We love the new paint job you did in our dining room!" is a powerful testimonial. A quick personal note written on the spot sounds more genuine, and it's more valuable than a promise of a neatly typed letter.

When a customer gives you a letter of recommendation, they are giving you their consent to use it for promoting your business. However, if you wish to quote a customer's letter in a newspaper ad or other printed promotion, it is professional courtesy to ask that person for their approval.

"Know anyone who needs some painting work done?"

It may feel awkward to press your customers for referrals at the conclusion of a project, but this is a very effective way to drum up new business. You have to be assertive if you want to be successful in this business. Politely ask for the names of three people you could contact about future painting needs. If your customers are satisfied they'll be happy to help you out, and they are unlikely to steer you toward dead ends.

Have a plan for following up on referrals. Perhaps you could have a standard letter with an "introductory offer." Even more effective is calling on those people by phone or in person. This extra work you put into generating new business will be rewarded when the jobs start coming in.

THE IMPORTANCE OF ESTIMATES

Estimating is tricky business. It's the balance between staying competitive and staying profitable.

You are going to make estimating errors. Accept that as part of the job. In the beginning, it's best to err on the high side. If your bid is too high, all that happens is that you lose the job. If your bids are too low, you'll get lots of work but you'll be struggling to pay your obligations.

If you are thorough and methodical in your estimates, you'll find that even in the beginning your estimates are not too far off the mark. Don't rely on your "eyeball" techniques or simply throw out a number that sounds reasonable. If you are detailed in your estimating, you can quickly learn from your mistakes and submit a profitable bid for the next similar job.

Here's a good outline for the estimating process:

- Contact the customer and arrange time for an estimate.
- Be prompt.
- Discuss the project with the client, and clarify any questions as they come up.
- Walk through the job alone and make notes of any details that might complicate the project or add to the cost.
- Carry an estimating checklist and record your observations on that form.
- If possible, figure your labor and material costs and offer an estimate on the spot. If that's not feasible, tell the client when they can expect it.
- Be prompt. Make sure you deliver the estimate by the specified time, in writing if possible.
- If the client accepts your offer, get a signature on the bid or write up a contract and get it signed as soon as possible. Once they sign on the dotted line, the customer is committed to going forward with the project and your competitors cannot steal the job from under you.

If you are not confident about your estimating abilities, you have two options as you start out:

- Limit yourself to smaller, simpler jobs with less potential for error.
- Bring someone along who has experience in estimating. Even if you have to pay a veteran estimator for his or her help, it will serve you well in the long run.

You won't shortchange your business and you will learn the secrets of good estimating that much faster.

Other advice as you venture into estimating:

- Don't rush yourself. Omitting an important step or overlooking a potential problem will erase your profit margin.
- Resist the client's request for a "ballpark" figure. Your initial assessment may be way off after you study the details. If they insist, give a number that you know is high. Later, when you give the final estimate, they'll be happy that you "came down."
- Don't feel pressure to give an estimate on the spot. Someone else may have valuable input and you don't want to sell yourself short by committing to a snap judgment. Your client may even respect your estimate more if you take it "back to the shop" to think it over.
- Pay attention to the details. Is there more trim work than usual or other features that will add manhours and increase your costs. Check the surfaces for cracks or evidence of other complications. You don't want any surprises when you start the job. Your estimate should include specifics about surface preparation.

- Every job is unique. The customer's house may have the same exact blueprint as the house you painted last week, but the owner's wishes may be completely different. Be sure you agree on details such as who will move and cover furniture, or protect landscaping on exterior jobs. If you are required to move a lot of stuff around to do the job, let the client know you will charge extra for that.
- Consider safety. Will you need special equipment for adequate ventilation? Will there be people (especially children) present during the job? Will you need to clean the area frequently? Adjust your estimate accordingly.
- The client may have special requests that alter how you do the job. They may want you to paint one area first, put all the fixtures back and clean up in that room before doing the next area. If this adds to your time or makes your job more difficult, charge the client for that.
- If you will be switching colors during the job, your estimate should include time for cleaning and changing your rollers and brushes.

Estimating your labor costs

In the end, this is guesswork because of all the variables. But you can make it an educated guess.

Here are some things to consider as you estimate how long a job will take:

- Larger jobs may go faster than smaller jobs.
- Supervised crews, in general, are more productive than unsupervised.
- Specialized crews will be more productive, especially when supervised.
- Temperature and working conditions can hinder production.
- The availability and condition of tools can affect production.
- At least 10 percent of your crew's time will be spent on set-up, moving around the job, and clean-up.
- On high-quality custom jobs, add 25 to 50 percent to your labor estimates because of extra attention to details.
- A second coat will generally take 25 to 30 percent less time than the first.

Rules of thumb (indoors, residential)

The following estimates assume that your crews are experienced painters, and that they are not doing special custom work. Times are for one coat and do not include surface preparation, set-up or clean-up. Add extra time for ladders or scaffolding:

Sash windows

- Minimum 20 minutes (common center sash)
- Up to 30 minutes for a sash window with 12 lites
- (Includes window, frame and sill)

Doors

- Flush (flat) doors should not exceed 20 minutes per side, including jamb.
- Paneled door (four panels most common) should not exceed 30 minutes per side.
- French doors (15 lites): maximum of 40 minutes per side.
- Louvered doors should take 45 minutes per side.

Molding

- If the molding is to be painted the same color as the walls, the painting time should not be increased.
- Otherwise, figure about 2 linear feet per minute (about 30 minutes for a 12 x 15 foot room).

Ceilings and walls

Assuming a minimum of obstructions, use of a roller, a minimum of brushwork, and same color for ceiling and walls:

- About two manhours for an 8 foot-high room of 10 x 12 feet up to 12 x 15 feet.
- About three manhours for a living room or family room (20 x 14 feet).
- Add 25 percent if the ceiling is a different color.

Spray painting

An entire three-bedroom house could be spray-painted in a day. Unfortunately, spray-painting residential interiors is too messy unless you are painting an empty home before carpet and flooring are installed.

Cabinets

- Figure about 7.5 linear feet per manhour (inside and out, one coat).
- A typical kitchen with 30 feet of cabinets would take four manhours.
- A typical bathroom with 5 or 6 linear feet should take about one manhour.
- Allow additional time if hardware removal is required.
- If a cabinet runs from floor to ceiling (pantry, broom closet), double the linear feet.

These are only benchmarks and averages. With experience, you will discover that your crews are a little quicker or a little slower and you can adjust your estimates accordingly.

Submitting a bid

When your estimate is complete, you are ready to submit a bid to the client. Your bid should be typed or written on a word processor, and printed on your company letterhead if you have one.

Printed contract forms for painting contractors are available at many business supply stores. These forms contain the legal fine print which will protect you if there is a dispute.

However, you also need to print up a cover letter which outlines the specifics of what is and is not included in your bid. Specify materials to be used, which surfaces are to be painted with which specific colors, expected time to complete the project, and so on. The more details, the more you will have to back yourself up if a disagreement arises during the project. State flatly that items not covered in the list can be added later — for additional cost.

If there are extra costs that may vary once the job is started, be sure that those terms are spelled out clearly and plainly in your bid. By putting all this in writing you can eliminate the vast majority of headaches and problems.

Your bid is not a contract until signed by both you and the client. Once the bid is signed, it becomes a legally binding document — for both of you. The client cannot back out because he gets a cheaper bid from somewhere else, and you are likewise committed to do the job.

Include the standard contract, the estimate and your cover letter when submitting the bid. Always arrange a meeting with the client in person if possible to discuss the terms — and to get those important signatures!

Be sure that the contract includes all provisions of the agreement. There should be no verbal agreements or “gentlemen’s understandings.”

Payment

Your contract should indicate when payment is due. On larger jobs, you probably should negotiate a portion of the bid price in advance, such as 10 percent. Most standard contracts will ask for payment 10 days after completion. Replace this wording with “promptly upon completion of the job.”

Most customers will pay their bills promptly. But don’t leave anything to chance. When possible, collect your payments in person.

We don’t make the claim that this booklet covers everything you need to know. But we hope that we have addressed all the major aspects of starting and maintaining a successful painting business.

If you plan accordingly, treat your customers with respect and keep your eyes out for marketing opportunities, you should be on your way to creating a successful enterprise.

Good luck!

SECTION TWO

How-to-paint advice

THE BIG PICTURE STEP BACK AND ASSESS THE PROJECT

Whether you are painting a small bathroom or repainting the outside of your home or building, take time to analyze the job first. Measuring the scope of the project and identifying any problem areas now will save you time, money and headaches later.

Take a pad and paper with you and examine the entire area to be covered. Note all the different surfaces you will be painting. On an exterior job, are you painting wood siding, stucco, aluminum or vinyl siding, metal, brick or wood trim? On interior projects, are there other surfaces besides drywall?

Note the condition of all surfaces. Are there repairs to be made? Is there peeling or cracking paint? Rotted wood, loose boards, nails sticking out? Holes or gouges in the drywall? Chalk, rust or mildew? Make a note on your pad to flag specific areas that will need attention.

THE GOOD, THE BAD AND THE UGLY WHY HIGH-QUALITY PAINT MAKES ALL THE DIFFERENCE

Choosing a quality paint such as Conklin Show Kote® Interior or Exterior Paint is the most important factor in achieving a finish that is rich, evenly covered and durable. Sure, you can save a little money in the short run by picking a generic brand paint. But in the long run, it will cost you in terms of less satisfaction and more maintenance — as well as real dollars and cents. Conklin paints perform beautifully for years to come. A good quality paint like Show Kote offers:

- Durability, lasting as much as five times longer than less expensive paints
- Longer color life, staying true to the original hue for many years

- Fade resistance, unlike economy paints which lose their color with exposure to sun and the elements
- Protection against mildew, moisture, stains and weather
- An excellent base for future painting. This helps hide previous coats and surface imperfections.
- Better adhesion on all surfaces and more even application
- One-coat application for many surfaces
- Washability, allowing you to clean your interior walls easily without damaging the finish. Holds up to repeated cleaning. This stain resistance helps it deter dirt, stains and fingerprints.

LATEX IS THE RIGHT CHOICE

You may have heard that latex paint is not as good as oil-based paint. Although that was true many years ago, today's top quality latex paints are as good or better than oil-based. In fact, many professional painters have switched to latex because of its superior characteristics.

Latex paints have greater durability and color retention than oil-based paints, so the finish will look better for a longer period of time. Oil-based paint becomes brittle and prone to cracking as it ages, but latex stays flexible for years. Latex also dries considerably faster, in one to six hours, compared to eight

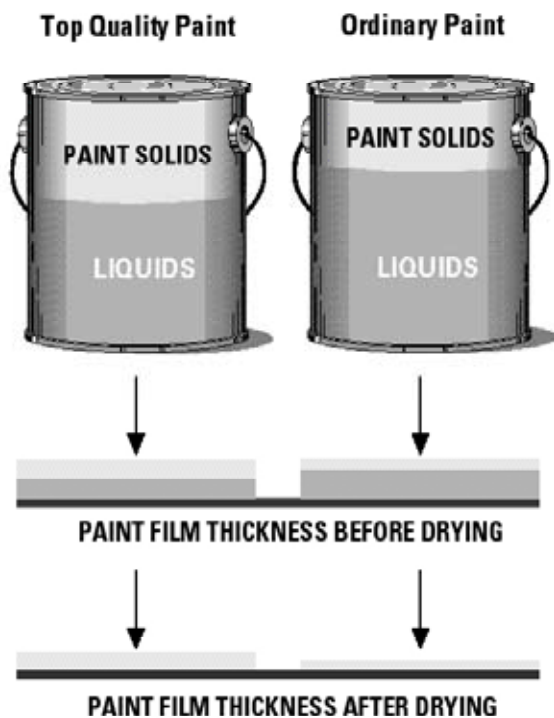
to 24 hours for oil-based paints, which is handy when you need to apply two coats. Perhaps best of all, latex paint does not require thinners and hazardous solvents; brushes and rollers clean up easily with soap and water.

Quality paints such as Show Kote are made with 100% acrylic latex, meaning that they are more elastic and adhere very well to almost any surface, including wood, stucco, brick, concrete block, weathered aluminum siding, vinyl siding and drywall.

All latex paints are water-based. The difference between a top quality latex and a cheaper brand is the solids that are added. A quality latex paint like Show Kote® leaves a thicker layer of pigments for more uniform, longer-lasting color; more "binders" to maintain a smooth texture and improve adhesion; and more protective ingredients such as mildewcide to guard against the elements and extend the life of the paint.



Paint Solids Content



Quality Paint Will Cost Me Less?
That's right. In the long run, it's less expensive with fewer headaches. Here's why:

With proper preparation, a top quality latex exterior paint can last 10 years or more, while an ordinary paint will last about four years. An example house of 3,500 square feet requires about 20 gallons to paint the exterior.

- Using the ordinary paint at, say, \$15 a gallon, it would cost you \$300 to do the whole job. Over the four-year life span of the paint, that averages to \$75 per year of service.
- If you use a top quality latex that costs \$25 per gallon, your front-end investment rises to \$500. But because of its 10-year life span, the quality paint only costs \$50 per year of service.
- Over 20 years, the top quality paint would require only two paint jobs at a cost of \$1,000. Over the same 20 years, the ordinary paint would require five paint jobs and cost you \$1,500 plus the labor for each application.

Your actual savings may vary, depending on your surface preparation and weather variables in your area such as sun, freezing temperatures or rainfall. But even if your paint job falls short of the maximum life span, a top quality paint like Show Kote will cost less and require fewer paint jobs over time than the economy paint.

REFLECTION SELECTION CHOOSING THE RIGHT INTERIOR PAINT SHEEN

There are two things to consider when choosing the sheen or gloss level of your paint. The first matter is aesthetic — the “look” or “feel” you desire for that room, and the other consideration is the durability, which varies depending on the sheen.

Most quality interior latex paints are available in four levels of sheen: Gloss reflects the most light, followed by Semi-gloss, Satin (Eggshell) and Flat, which reflects the least light. 90% of all paints sold are either Semi-gloss or Satin. Conklin carries only semi-gloss and satin finishes.

Semigloss

This common choice for household painting provides a slightly glossy appearance, but not as much reflection as high-gloss. A semi-gloss finish offers good fingerprint and stain protection, so it is a good choice if you have young children. Semi-gloss is often used for the kitchen, bath, windows and trim.

Satin

Also known as eggshell or low lustre, a satin finish is less shiny than semi-gloss, but has more sheen than flat paint. These paints give more warmth and depth to a room than flat paint. They are not as stain-resistant as gloss or semigloss, but are still a good choice for bedrooms, living rooms and other areas where a high sheen is not desirable.

Choosing the Right Color

Color selection is most likely to have a direct impact on the overall satisfaction with your paint job. Color is not only a matter of personal preference, it also influences the way a building or room appears to the eye. To fully appreciate a color from a sample, look at it when it is sunny and cloudy, and at night. Tape color samples to the surfaces where they will be used. Show Kote is available in over 940 color choices.

A CALCULATED EFFORT ESTIMATING HOW MUCH PAINT YOU'LL NEED

The chart on the next page shows you how to determine the approximate number of gallons you need for the job. Start by measuring the height and width of all surfaces and add them together. When painting a room, for example, add the widths of each wall and multiply by the height. Now measure the dimensions of the windows, doors and other areas that will not be painted, and total them up. Subtract the non-painted areas from the painted areas to determine the total square feet.

Now check the spread rate on the paint can (400 square feet per gallon is a typical rate). Divide the total square feet by the spread rate to get the number of gallons needed.

There are some cases in which you will need more paint than the spread rate indicates:

Paint Estimating Chart

To compute the amount of paint you will need, use this worksheet. Remember, the figure below is for one coat; if you are applying two coats, double the total.

1. _____ x _____ = _____
Width of All the Walls Added Together Height of Room in House Total Wall Surface in Square Feet

2. _____ x _____ = _____
Height of Window Width of Window Window Surface

3. Repeat Line #2 for Each Window and Add Together _____

4. _____ x _____ = _____
Height of Door Width of Door Door Surface

5. Repeat Line #4 for Each Door and Add Together _____

6. _____ x _____ = _____
Total from Line #3 Total from Line #5 Surface Not to Be Painted

7. _____ x _____ = _____
Total from Line #1 Total from Line #6 Total Surface to Be Painted

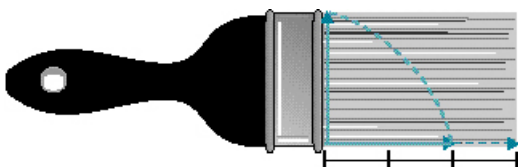
8. _____ x _____ = _____
Total from Line #7 Spread Rate Amount of Paint Needed for Each Coat

*"Spread rate" is the typical coverage you can expect. Read the label on the can for the manufacturer's recommendation and change this figure if necessary. The typical spread rate for a US gallon of paint is 400 square feet.

- When painting a light color over a darker color, you may need to apply two coats to hide the original color.
- Painting a porous or rough material such as concrete, brick or stucco will use more paint than a smooth surface.
- Painting with a brush leaves a heavier coat of paint than rollers do, using more paint.
- It is recommended that you paint two coats on exterior surfaces. Two-coat coverage on exterior surfaces provide better protection against the elements and thus will make your paint job last longer.

And it's always advisable to get a gallon or two more than you think you'll need. You may need that extra paint later for touch-up or repainting another room.

Brush Proportions



All brushes should be at least 1½ times as long as they are wide.

SCHEDULE ACCORDINGLY ESTIMATING WORK TIMES FOR PAINTING PROJECTS

Consider the following approximations when planning your paint jobs:

- Surface preparation, metal or wood in good condition: 39 minutes per 100 square feet of flat surface, plus 2–3 minutes per 100 linear feet for trim work.
- Latex brush painting, first coat: 37 minutes per 100 square feet
- Latex brush painting, second coat: 21 minutes per 100 square feet
- Oil-based brush painting: 61 minutes per 100 square feet
- Latex roller painting: 6 minutes per 100 square feet
- Brush painting corners for roller painting: 6 minutes per 100 square feet
- Apply and remove masking tape, per 100 linear feet: 15 minutes

Times do not take into consideration preparation, minor delays or travel. Efficient scheduling is an important element of successful project management.

THE RIGHT STUFF CHOOSING THE PROPER PAINTING EQUIPMENT

Hopefully you're convinced of the value of choosing a top quality latex paint. To get the best finish and the most durability from Conklin Show Kote quality paints, you also need to use high quality application tools.

Quality painting equipment will cost a little more, but this is not the place to skimp. Higher quality brushes, rollers and pads tend to provide a thicker and more even coat that will look nicer and last longer. Quality applicators will also reduce the time it takes you to paint, and they can be reused many times.

Brush with the best

For latex paint, use only brushes with synthetic bristles (nylon or polyester). Unlike natural hair brushes, synthetic brushes will hold their shape and maintain the proper stiffness regardless of how many times they are washed.

A top quality polyester brush may seem expensive, especially when the cheaper brush next to it is one-half or one-third the cost, but the investment is well worth it. You'll get a smoother, more consistent application and if properly cleaned and stored, a good brush can provide the same quality finish for many years.

The bristles of a quality brush should:

- Have split ends to create a finer, more uniform finish
- Have a definite flex at the tips, so they spring quickly back into shape
- Be shorter on the outside edges of the brush and longer in the center, to provide more control over where the paint is applied
- Be one-and-one-half times as long as the brush is wide (e.g., the bristles on a two-inch-wide brush should be three inches long).

Two more simple tests:

- Tug on the bristles. If more than one or two come loose, the brush is probably poorly made.
- Try out the brush in your hand, holding it in different positions to simulate actual painting. A quality brush should feel comfortable, a good “fit.” After all, you plan to be using it for years to come.

Which brush do I need for the job?

Most painting jobs will require a variety of brushes: larger brushes to cover large areas, smaller brushes for small spaces, and specialty brushes for corners, trim and tight places. We recommend:

- For large exterior surfaces, use a four-inch wide brush with a thickness of three-fourth inch to one-inch.
- To cut in at the corners of exterior and interior walls, use a two-inch tapered brush.
- For exterior and interior woodwork and moulding, use brushes between one inch and two-and-one-half inches.
- For precise painting of exterior and interior window frames and trim, use angled sash brushes between one inch and two and one-half inches.
- For interior walls and ceilings, use brushes between three inches and four inches.

Selecting paint rollers

When you have large, flat areas to paint, rollers will do the job faster than brushes. Rollers also work well for rough exterior surfaces such as stucco and concrete. The main disadvantage of painting with rollers is the difficulty of working in tight spaces. You will probably need a mini-roller as well as brushes to cover those smaller areas.

The main consideration in choosing a roller cover is the length of the nap, which depends on the type of surface you are painting:

- For drywall, smooth plaster, wood or metal, use a short nap of one-eighth inch to one-fourth inch.

- For light-textured stucco, poured concrete or rough wood, use a medium nap of three-eighth inch to three-fourth inch.
- For heavier stucco, concrete or brick, use a long nap of three-fourth inch to one inch.

(Note: With gloss and semi-gloss paint, a shorter nap will produce less foam as the paint is applied.)

Choosing the higher quality roller covers will cost a little more, but it will pay off with easier application, more even coverage and less tendency to leave fibers on the painted surface. Price is a good indicator of quality; another signal is nap that quickly returns to its original shape when you squeeze it.

Standard rollers come in widths of seven and one-half inches and nine inches. The nine-inch rollers are suitable for most interior painting. Mini-rollers are about three inches wide. As with brushes, test out the roller to make sure the handle fits your hand and it seems comfortable and durable.

Tips on paint pads

A paint pad comes in handy for painting those tight spots where rollers and brushes can't reach. It's not recommended to paint entire walls with pads because of overlap marks, but they are useful for cutting in corners and edges where walls and ceilings meet.

Most paint pads are made of spongy foam or mohair, and they work with all types of paint. The pads can usually be replaced when worn or damaged.

Paint sprayers

Sprayers are the fastest way to paint large exterior areas, although they typically use more paint than brushes or rollers. There are two types: conventional sprayers, which use compressed air, and airless sprayers, which pump the paint.

It may be tough to get good results using a conventional air-powered sprayer, but do-it-yourselfers may have better luck with airless sprayers. For interior paint jobs, a handheld electric airless sprayer is recommended. For exterior jobs, a gasoline- or electric-powered unit with wheels will serve you better.

Don't use sprayers on a windy day, and always follow the manufacturer's instructions for preparation and operation. (Caution: never point an airless sprayer at any person or pet; the pressure is strong enough to inject paint into the bloodstream, causing harm or even death.)

Other equipment for painting

You may need many of the following items to do your painting job. As you assess your project, decide before you start the job which of the following you will need:

- Step stools, step ladders or extension ladders to reach ceilings and other heights
- Paint scraper to remove loose or peeling paint
- Triangular-head scraper to remove paint from tight places
- Steel wool to remove corrosion from metal surfaces
- Bristle brush to clean masonry
- Wire brush to remove efflorescence (powdery crust) from masonry or to remove flaking paint
- Putty knife to scrape away loose paint or apply filler
- Broad putty knife (spackling tool) for patching plaster or drywall
- Glazing compound to replace cracked, broken or missing glass
- Spackling paste to fill nail holes and small imperfections in walls
- Sponges to clean interior walls and woodwork
- Long-handled brush to clean exterior surfaces
- Scrub brush to remove dirt or mildew
- Sandpaper of various grits to smooth and feather painted surfaces, or to rough up glossy surfaces for better paint adhesion
- Sanding block to hold sandpaper
- Caulking gun
- All-acrylic i.e., Conklin Kwik Kaulk® or siliconized acrylic caulk (NOTE: silicone caulk is not paintable)
- Masking tape to protect window panes, wood trim and fixtures
- Paint guide to prevent getting paint on carpet and walls when painting wallboards and trim
- Roller tray and grid
- Brush comb to clean paintbrushes
- Drop cloths
- Screwdriver or paint can tool
- Stirring sticks (usually free with purchase of paint)

DON'T TOUCH THAT BRUSH YET! THE IMPORTANCE OF EXTERIOR SURFACE PREPARATION

Your paint job is only as good as the condition of the surface. The experts maintain that inadequate surface preparation is the chief cause of paint failure, and even top quality paint will be short-lived if you take shortcuts here.

For good adhesion and a long-lasting coat of paint, outdoor surfaces must be clean and free of any loose particles of dirt, chalk, mildew or loose paint.

Hand washing

You may want to hand-wash your surfaces with a long-handled brush using Mox® heavy-duty multipurpose cleaner or soap and water. Start at the top of the surface and work your way down. Thoroughly rinse the area immediately after washing it. (Note: Rinsing is very important because soap residue can prevent paint from adhering properly.)

Power washing the exterior

If you have a lot of area to cover, you may want to consider a power washer, which uses a pressurized spray to remove dirt, chalk, mildew, salt, soot, grease and even loose paint. Power washers can be purchased at many retailers, or rented by the day or half-day from paint stores or rental centers.

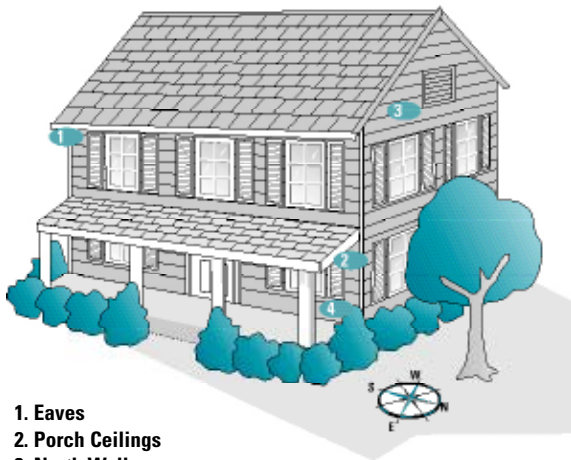
For best results with a power washer:

- When power-washing lap siding, always spray at a horizontal or downward angle. Spraying at an upward angle can dislodge the panels, or force water underneath where it can get trapped and cause interior damage.
- Never use power washers on windows, doors or lighting fixtures; the spray is easily powerful enough to shatter glass.
- Keep the nozzle the recommended distance from the surface (usually four to eight inches). If you get too close you can damage the surface or force water into the wood.
- Never point a sprayer at yourself or any other person or pet. The spray is strong enough to cause serious injury.
- As with hand-washing, remember to rinse all areas with clear water immediately afterward.

Removing mildew

Mildew is a fungus that leaves unsightly black, gray or dark-brown stains on many exterior surfaces. It is prevalent in warm, moist environments and is often found on shaded parts of the home such as eaves, porch ceilings and north walls. It may show up as a dark cast, or it may be spotty in appearance.

Mildew-prone Areas



1. Eaves
2. Porch Ceilings
3. North Walls
4. Behind Shrubs or Other Shaded Areas

It's important to remove mildew before painting, or you will get poor adhesion in those spots (and the mildew may resurface). If you are hand-washing, mix one part household bleach with three parts household cleaning solution (but never mix bleach with products that contain ammonia). Scrub the surface with this solution, let it stand 15 minutes to kill the fungus and then rinse thoroughly.

Serious mildew can also be attacked with commercial compounds that are stronger than bleach. If you are power-washing, use any of the mildew agents recommended by the manufacturer of the sprayer. Use safety equipment as recommended by the manufacturer and remember to rinse the surface afterward.

Loose or peeling paint

You must clean away all loose paint, even if large sections are peeling or loose. The best method to remove the paint is by hand with a heavy-duty hand scraper. Scrapers with specially shaped heads are available for prying loose paint from hard-to-reach areas. Be careful with electric stripping tools, which can damage the surface underneath.

After removing any loose paint you should "feather" the surface smooth with sandpaper to ensure proper adhesion for the primer or paint. Power sanders can be used at this stage.

CAUTION: If you suspect the presence of old paint containing lead, DO NOT sand the area. Contact Conklin Company for instructions on how to proceed. Paint containing lead is no longer sold, but it may be found on houses more than 25 years old.

Other sanding situations

Even if there is no loose paint, some surfaces should be sanded anyway:

- Glossy surfaces — Using a sanding block, liquid sander or steel wool, dull the surface to ensure the paint will adhere properly. An alternative is to apply an adhesion primer made for glossy surfaces.
- Bare wood — Any unprimed or unpainted wood that's been exposed to the elements for more than a few days should be sanded before painting. This includes wood used for new construction as well as older wood left exposed by cracked or peeling paint.

Making Repairs

Rotting or damaged siding, trim or windows discovered during the preparation process should be replaced before you begin painting. Simply painting over them will likely lead to paint failure and/or further damage to the structure.

Cracks, gaps or holes should be spot-primed, then filled with a top quality, water-based 100 percent acrylic such as Conklin Kwik Kaulk® or a siliconized acrylic caulk. (Products labeled "silicone" caulk cannot be painted.)

Previous caulking which has cracked or pulled away from the surface should be removed, and the area spot-primed and re-caulked. Specifically, check areas where siding meets window and door frames, forms corner joints or abuts masonry. Check the caulking around vents and openings for plumbing, wiring or cable. Likewise, spot-prime and replace any deteriorated glazing compound around windows, doors or skylights.

Final Preparations

Three more steps before you start painting:

- Using a brush or lint-free rag, dust all surfaces which will be primed or painted, to maximize the adhesion.
- Use masking tape or painter's tape to cover windows, vents, trim and other surfaces you don't want painted. This will save you time once you start painting and will give you cleaner, more professional looking edges.
- Water all your plants and shrubs near the house or building, then cover them with canvas drop cloths or old blankets. (Don't use plastic sheeting, which can magnify sunlight and harm the plants).

A PRIMER ON PRIMERS AND SEALERS

Primers help the paint adhere to the surface, make for a more uniform application and prevent stains from bleeding through the paint and ruining the finish. Sealers are typically used on new wood, masonry or other porous surfaces, to keep out moisture, soak up less paint and leave a more even finish.

Primer on Primers

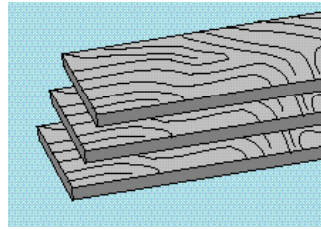
Primers and sealers come in two types: latex or water-based products such as Show Kote® Paint Primer and alkyd or oil-based products. Most paints will adhere to either type of primer/sealer, and latex primers and sealers are good for most jobs.

When do I need an exterior primer or sealer?

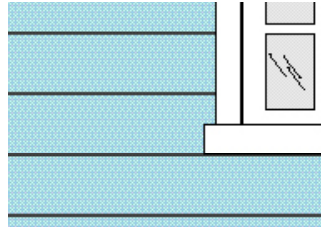
- When painting new wood or other surfaces which have never been painted before
- When repainting a surface that is uneven or badly deteriorated, such as weathered wood
- When painting a surface which has been stripped down to the original surface

Which primer/sealer should I use?

- New wood — Use a quality acrylic latex or oil-based primer, opting for oil-based on severely stained boards. Wood must be dry to use oil-based primers.
- Previously painted wood — If bare wood is exposed, sand it, dust it and apply a latex primer. If the old paint is very chalky and the chalk can't all be removed, use an oil-based primer.
- Weathered wood — Use latex or oil-based primer, after scraping and sanding.
- Stucco, Concrete and other Masonry — On new masonry or older surfaces that are porous, apply a latex masonry sealer. For rough textures such as cinder block, apply a “block filler” which fills the pores and provides a smoother surface. If repainting masonry, use the sealer only where the old paint has been removed or weathered away.
- Ferrous metals — To prevent rust on any metal containing iron (steel, cast iron, wrought iron, etc.), apply two coats of a corrosion-resistant primer (latex or oil-based).
- Aluminum or galvanized iron — No primer is needed if you are using a 100 percent acrylic latex paint, unless there are signs of rust or oxidation. If rust is present, scrape away the rust and apply a latex or oil-based corrosion-resistant primer. You should also use a primer if covering these surfaces with oil-based or vinyl paint.



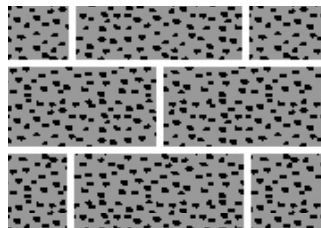
New Wood: Prime with a quality acrylic latex or oil-based primer. Use stain-resistant primer for staining woods; oil-based primers are better for severely staining woods.



Repaint: Primer usually not needed unless paint is very chalky or bare wood is exposed.



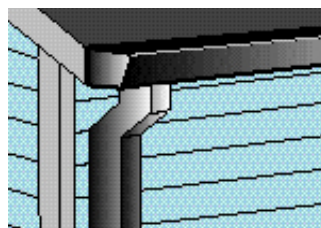
Weathered Wood: Thoroughly sand weathered or exposed wood, removing all loose fibers; dust. Apply a wood primer before painting.



Masonry: Apply a latex masonry sealer if surface is fresh; or is very porous. In a repaint situation, use sealer only if old paint is removed by scraping or wire-brushing.



Ferrous Metals: Apply two coats of acrylic latex or oil-based corrosion resistant primer before topcoating.



Aluminium, Galvanized: Clean the surface. Remove any powdery oxide with coarse steel wool. Primer not necessary with 100 percent acrylic latex topcoat, unless galvanized surface shows rust.

PAINTING TIPS FOR SPECIAL EXTERIOR SURFACES

Many of the steps are the same for painting any exterior surface, but these materials require special procedures:

Masonry

Stucco, brick or concrete block should be free of dirt, powdery dust and loose chalk, and the surface must be rough enough that the primer or paint will adhere well. Use a bristle brush or wire brush to roughen surfaces which are too smooth.

Masonry that has aged less than a year may still contain moisture and may be highly alkaline. Aging and weathering will cure these problems, but you will get the best results and prevent problems by applying an alkaline-resistant primer or sealer.

Weathered masonry may have efflorescence (white, crusty salt residue). Remove it with a scraper, wire brush or sand blaster, and apply a sealer or latex block filler before painting.

It's also a good idea to treat the exterior of block or poured high density concrete walls with a quality acrylic sealer such as Conklin Wall-Up® to create a barrier against moisture and soil-borne chemicals, which can deteriorate your masonry. Wall-Up can also be applied to interior walls to prevent surface dampness in basements.

When applying any water-based latex coatings to any type of masonry, we recommend dampening the surface first, which will allow the primer or paint to dry more slowly and create a more durable bond.

Aluminum Siding

Surface oxidation occurs when the bare metal is exposed due to extreme chalking of the original factory coating on the aluminum panels. The unsightly white chalkiness can be rubbed off with steel wool, rinsed and spot-primed with an acrylic latex primer. Use a top quality acrylic latex paint like Show Kote® for the best adhesion and to duplicate the original finish, whether smooth or textured.

Vinyl Siding

This is one of the easiest surfaces to paint. Clean the siding with soapy water, removing any mildew, and rinse the surface. Because vinyl siding has a somewhat slick surface, use only top quality acrylic latex paint that will adhere and form a lasting bond. Oil-based paints should not be used on vinyl.

Do not scrape, sand or wire brush vinyl siding. Do not paint the siding any darker than the original colors, as dark colors absorb the heat of the sun, which can permanently warp the panels.

PROPER SEQUENCE FOR EXTERIOR PAINTING

A methodical approach to your paint job will make the work go quicker and will leave you with a better looking finish. Follow these Rules of Thumb:

- Work from the top down so you don't drip onto areas that have already been painted.
- Start with the fascia boards, gutters and eaves, then the walls, then downspouts and finish with windows, doors and trim.
- Paint lap siding horizontally by applying paint all the way across several boards. Stopping in the middle of a board or panel can produce a lapping effect which may not be apparent until a year or two later. With vertical siding, complete one vertical section at a time.
- Don't stop painting until you reach a visual breakpoint, such as corners.

PAY ATTENTION TO THE WEATHER

Painting in the wrong weather conditions can cause a number of paint failures. If it's too hot or windy, the paint may dry too fast to form a protective film. If it's too cold, the paint will not adhere well.

Try to do exterior painting when the temperature is between 60 F and 85 F (15.5 C to 29.5 C), with low or mild humidity and little or no wind.

Avoid painting in direct sunlight, as exterior surfaces may be 10° to 20° hotter than the air temperature. Work around your house so that you are always painting in the shade, particularly in the hotter part of the day.

- Avoid painting when the temperature dips below 50 F (10 C) to prevent poor adhesion. Keep in mind that shady areas such as the north wall may be colder than the air temperature.
- Rain does not have to halt your project if you are using latex paint. You can paint 30 minutes after it rains if the surface is not visibly wet. If you are applying oil-based paint, be sure the surface is completely dry.
- Don't paint in windy weather. Even light wind can cause latex to dry too quickly. Wind can also stir up dust and dirt that can ruin your fresh paint job.

PREPARING INTERIOR SURFACES FOR PAINTING

As with exterior surfaces, proper preparation of your indoor surfaces is very important to achieve a smooth, uniform coat of paint that will last a long time.

Cleaning

Whether you are painting walls, ceilings or trim, you need a clean surface for the paint to bond to. Use a sponge and mild household detergent like Conklin's Mox® heavy-duty multipurpose cleaner to remove dust, dirt and grime.

Stubborn stains from oil, grease or mildew may require a scrub brush and a stronger cleaner which contains ammonia or bleach. Mix ammonia with equal parts of water; but mix one part bleach to three parts water. Use rubber gloves and safety goggles and never mix ammonia and bleach together, which produce noxious fumes when combined.

Be sure to rinse your surfaces after washing them to remove any detergent residue, which can interfere with proper paint or primer adhesion.

Scout out your repairs

Your surfaces probably have some cracks, gouges and holes, and maybe you have cracked, chipped or peeling paint. As you inspect all areas to be painted, take notes or mark spots in need of repair with adhesive notepad sheets.

Caulking and patching

Minor cracks or seams in plaster and wallboard can be remedied with caulk, drywall compound (plaster) or spackling paste. If you use caulk, use a top quality 100 percent acrylic (such as Conklin's Kwik Kaulk®) which can be painted within 24 hours. (Avoid "silicone" caulks, which can't be painted.)

If the crack or seam was previously caulked, remove as much as possible of the old caulk, and scrape, sand and dust the surface if possible. When caulking cracks or joints that are deeper than one-half-inch, fill the gap with a foam backer rod to absorb most of the empty space, and then apply the caulk to fill the gap completely.

Use a caulking gun, applying constant but not excessive pressure on the trigger. Before it dries, smooth out the caulk by running a wetted finger along the bead. Do not sand caulk; apply another bead if needed for a flush and uniform surface.

You can use caulk to seal gaps where baseboards, chair rails, crown moulding and trim abut walls and ceilings, and to close gaps in mitered joints.

To repair large holes in plaster or drywall:

- Brush or scrape away any loose material.
- Undercut the edges of the hole to help keep the new plaster in place.
- Pack plaster or drywall compound into the hole until it is about one-fourth inch to one-eighth inch below the surface. When the material becomes tacky, score it with the edge of putty knife.
- Allow the plaster to dry completely, then add more plaster to fill the hole slightly higher than the wall.

- Wait for the patch to dry, then sand it flush with the level of the wall.
- Dust off the area and apply a latex sealer.

Cracked, chipped or peeling paint

Use a scraper to remove as much of the loose or peeling paint as you can. Then sandpaper the surface to feather the edges so that the entire surface is smooth. If bare wood is exposed, spot-prime with Show Kote Paint Primer or another top quality acrylic latex interior primer.

CAUTION: If you suspect the presence of old paint containing lead, DO NOT sand the area. Contact your state Environmental Protection Agency (E.P.A.) for advice on how to proceed. Paint containing lead is no longer sold, but it may be found on houses more than 25 years old.

Final preparation for interior painting

- Dull any glossy surfaces, whether painted or not, with medium-grit sandpaper so that the paint will adhere better.
- Dust off all surfaces to be painted.
- Using a screwdriver with a plastic or rubber handle, unscrew and remove electrical outlet covers, light switch plates and air duct grates. Tape the screws to the plate so you can find them later. If you are painting doors or windows, remove hardware such as handles, cranks and locks.
- Remove curtains, drapes and rods and loosen the base plates on overhead light fixtures.
- Use masking tape or painter's tape to cover the edges of wood trim, baseboards, light fixtures, mirrors, railings and other surfaces you don't want to paint. This takes a little time, but it makes the painting go much faster and provides a professional looking finish at your edges.

Helpful hint!

Place Conklin's Extraordin-aire™ air purification system in a location to help remove odors.

WHEN TO USE INTERIOR PRIMERS

Interior primers serve as a base for the paint to adhere to, and they also enhance the appearance of the actual paint job. You can use either latex or oil-based primers, but latex primers such as Show Kote Paint Primer provide improved adhesion, a smooth surface for the finish coat, are easy to clean up and are more comfortable for indoor use because they have much less odor.

Here are the main types of primer and where to apply them:

- Stain-blocking primer — Use to cover dirt, grease, rust, smoke residue, waterborne material and other stains which can bleed through a new coat of paint.
- Drywall primer — This is actually a sealer for drywall and joint compound that creates a uniform base for the top coat of paint.
- Vapor barrier primer — Used in kitchens, laundries and other damp rooms to minimize the passage of moisture through walls. They protect both the exterior paint and the wall insulation, and help maintain humidity during the winter.
- Latex enamel undercoat — Used as a base under semi-gloss and gloss paints to maximize the gloss and give it a uniform look. Lightly sand the primer to remove brush marks and fibers before painting.
- Bonding primer — Useful for slick or glossy surfaces such as glass, tile, Formica® and vinyl-coated paneling, to ensure good top coat adhesion.

PAINT BY NUMBERS THE PROPER SEQUENCE FOR PAINTING A ROOM

Once your surfaces are all prepared, you can get your equipment ready for painting. Move small furniture from the room and move larger pieces to the middle of the room and cover them with a drop cloth. Then put a drop cloth on the floor in the area where you plan to paint first. Plastic drop cloths work best if you tape them to the baseboard. Canvas drop cloths are more expensive, but they will stay in place better and can be used many times.

You'll get best results if you follow this recommended sequence for painting a room:

1. Ceilings

Start by cutting in a corner of the ceiling with a paint brush or paint pad, applying a strip two inches to four inches wide where the ceiling meets the wall. Paint about three feet at a time, then go over the area with a loaded paint roller to eliminate lap marks.

Don't cut in the entire perimeter of the ceiling before rolling paint on the middle. Instead, work your way across the ceiling in three-foot sections, rolling toward the middle and then working in from the next section. Work across the narrower dimension of the room to keep the paint from drying, and use liberal amounts of paint for good coverage.

2. Walls

Starting in a corner, use a brush or pad to cut in about three feet at the ceiling and at the baseboards. Also cut in any other edges within that section, such as chair rails or window frames.

When your three-foot section is cut in, fill in the area with your paint roller. Start with an upward stroke to minimize spattering. Then, without lifting the roller from the surface, fill in the area with even parallel strokes, using a zig-zag or "M"-shaped pattern. If the roller pattern is very visible or if the coverage looks uneven, be more liberal with your paint.

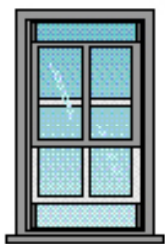
3. Windows

Cover windows with masking tape to keep paint off the panes, but leave a thin sliver of glass between the tape and the sash so that the paint meets the edge of the glass to form a protective seal.

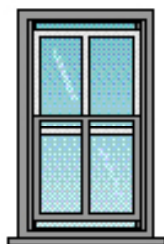
Remember inside-out: start with the inner sections and move to the outer part of the windows. Windows should get two coats of paint — allow the proper drying time between coats.

Step By Step Instructions for Painting Windows

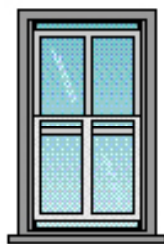
Double-Hung Windows



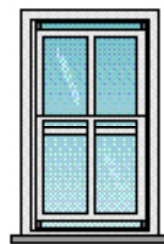
1. Bottom of top sash



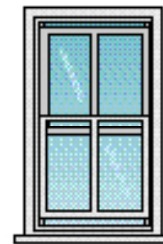
2. Rest of top sash



3. Bottom sash

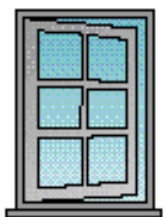


4. Frame

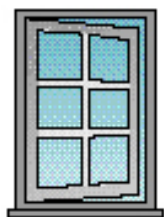


5. Sill, apron and runners

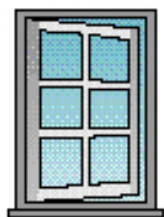
Casement Windows



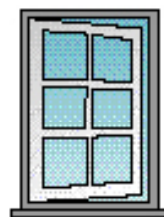
1. Rabbets



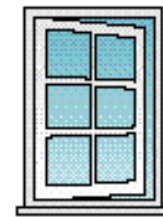
2. Muntins



3. Crossrails



4. Sides and edges



5. The frame

When you finish the windows, leave them slightly open to prevent sticking. Once the paint is dry to the touch, work double-hung windows up and down a few times before closing them.

4. Doors and woodwork

If possible, take doors off their hinges to paint them. This will make it easier to paint the door frames, as well as the doors themselves. Lay your door across two sawhorses or a table. If you are using latex paint, you should use a brush instead of a roller.

- To paint a solid door, start at the top and work toward the bottom of the door.
- For paneled doors, use this procedure:
Paint the edge first, wiping off the other side of the door when finished.
Paint all the panels, working from top to bottom.
Paint the cross pieces.
Finish with the vertical stiles that hold the panels in place.

Check your work as you go along, and touch up any drips or runs before the coat dries.

When painting woodwork or trim, including door frames, work from top to bottom to avoid dripping on areas you have just painted. On horizontal trim, brush in the direction of the wood grain.

5. Baseboards

Your baseboards should always be painted last. Use an angled sash brush or trim brush to paint the top edge of the board, using a paint guide to keep paint off the wall. Next paint the bottom edge of the baseboard, using the guide to protect the floor or carpeting. Press carpeting down with the guide in order to get the paint across the bottom of the baseboard.

Paint baseboards in three-foot lengths, using the guide for the top and bottom edges and then running the brush down the middle of the board, using lengthwise strokes. Continue around the room until the baseboard is completed.

CAUTION: Even with latex paints, it is important to have adequate ventilation when painting indoors. Open your windows, getting cross-ventilation if possible, and turn down the heating or air conditioning (to save on energy bills). Don't use fans on your freshly painted surfaces, as they dry the paint too quickly, resulting in a less optimal coating.

BRUSH WITH GREATNESS EXPERTS' TIPS FOR APPLYING PAINTS AND COATINGS

Experts have assembled some tried and true hints for getting the best possible results — uniform coverage, good hiding, smooth appearance and maximum adhesion. These tips on proper techniques also make the job quicker and easier.

Brush work

- A slightly damp brush applies paint more evenly. If working with latex paints, moisten your brushes lightly with water before dipping into the paint. For oil-based paints, dip brushes in thinner and tamp excess with a paper towel.
- Don't overload the brush. Dip one-third to one-half the length of the bristles into the paint, then tap (don't wipe) the brush against the can to shake off excess paint.
- Ideally, hold the brush at a 30-degree angle from the surface. (Not too perpendicular, but not so flat that the upper part of the bristles brush against the surface.)
- Use long, light, vertical strokes on walls and ceilings. Follow the grain with trim work.
- To avoid lap marks, always brush toward the unpainted area, then back into the just-painted surface. This feathering in both directions will give the paint a smooth, uniform appearance.
- With latex paints, avoid excessive rebrushing of painted areas, especially with gloss or semigloss finishes.

Roller techniques

- Rollers apply paint three times as fast as brushes, which makes them great for covering large, flat areas.
- For latex paint, moisten your rollers with water to improve the coverage; for oil-based paint wet, with thinner. Blot excess liquid with a paper towel.
- A plastic or metal grid or screen which inserts into your roller tray will help ensure that the roller cover is evenly loaded with paint. Use a grid the same width as your roller.
- To re-use a roller cover for several jobs, it's best to start with the lightest colors and work toward the darker colors, cleaning the cover thoroughly between colors.

Painting pads

Apply paint with long, straight strokes, all in the same direction. Don't pull the pad back through just-painted areas. Also, feather the paint where two pad strokes meet to avoid lap marks.

SOLVING PAINTING PROBLEMS

This section can help you identify, correct and prevent the kind of paint failures commonly found. This section is organized by exterior and interior paint problems. The topics are arranged alphabetically.

INTERIOR COMMON PAINT PROBLEMS



BLISTERING: Bubbles resulting from localized loss of adhesion and lifting of the paint film from the underlying surface.

Possible cause:

- Applying oil-based or alkyd paint over a damp or wet surface
- Moisture seeping into the home through the exterior walls (less likely with latex paint)
- Exposure of latex paint to high humidity or moisture shortly after paint has dried, especially if there was inadequate surface preparation

Solution:

- If blisters do not go all the way down to the substrate: remove blisters by scraping and sanding, and repaint with a quality acrylic latex interior paint.
- If blisters do down to the substrate: remove the source of moisture, if possible. Repair loose caulking; consider installing vents or exhaust fans. Remove blisters as above, remembering to prime before applying the topcoat.



CAULK FAILURES: Loss of caulk's initial adhesion and flexibility, causing it to crack and/or pull away from the surfaces to which it is applied.

Possible cause:

- Use of lower quality caulk
- Use of wrong type of caulk for particular application (e.g., using latex or vinyl caulk in areas where there is prolonged contact with water or considerable movement of the caulked surfaces)

Solution:

Use a top quality water-based all-acrylic or siliconized acrylic caulk if prolonged contact with water is not anticipated. These caulks are flexible enough to adapt to minor fluctuations in the substrate, stretching in gaps that widen slightly over time. They also adhere to wide range of interior building materials, including wood, ceramic tile, concrete, glass, plaster, bare aluminum, brick and plastic – even in areas where moisture is present.

Note: Silicone caulk should not be painted.



CRACKING/FLAKING: The splitting of a dry paint film through at least one coat as a result of aging, which ultimately will lead to complete failure of the paint. In its early states, the problem appears as hairline cracks; in its later stages, flaking occurs.

Possible cause:

- Use of a lower quality paint that has inadequate adhesion and flexibility
- Overthinning or overspreading the paint
- Inadequate surface preparation, or applying the paint to bare wood without first applying a primer
- Excessive hardening and embrittlement of alkyd paint as the paint job ages

Solution:

- Remove loose and flaking paint with a scraper or wire brush, sanding the surface and feathering the edges.
- If the flaking occurs in multiple layers of paint, use of a filler may be necessary.
- Prime bare wood areas before repainting. Use of a top quality primer and topcoat should prevent a reoccurrence of the problem.



LAPPING: Appearance of a denser color or increased gloss where wet and dry layers overlap during application.

Possible cause:

- Failure to maintain a “wet edge” when painting
- Use of a low solids “economy” paint

Solution:

- Maintain a wet edge when painting by applying paint toward the unpainted area and then back into the just-painted surface. This technique (brushing or rolling from “wet to dry,” rather than vice versa) will produce a smooth, uniform appearance.
- Work in manageable-size areas; plan for interruptions at a natural break, such as a window, door or corner.
- Using a top quality acrylic latex paint makes it easier to avoid lapping problems. Higher solids (pigments and binder) content makes lapped areas less noticeable.
- If substrate is very porous, it may need a primer/sealer to prevent paint from drying too quickly and reducing wet edge time.



MILDEW: Black, gray or brown spots or areas on the surface of paint or caulk.

Possible cause:

- Forms most often on areas that tend to be damp, or receive little or no direct sunlight (e.g., bathrooms, kitchens and laundry rooms)
- Use of an alkyd or oil-based paint, or lower quality latex paint
- Failure to prime a bare wood surface before applying the paint
- 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 area; if it is bleached away, the discolorant is probably mildew. Remove all mildew from the surface by scrubbing with a diluted household bleach solution (one part bleach, three parts water), while wearing rubber gloves and eye protection. Rinse thoroughly. To protect against mildew, use a top quality latex paint, and clean when necessary with bleach/detergent solution.
- Consider installing an exhaust fan in high moisture areas.



MUD CRACKING: Deep, irregular cracks resembling dried mud in dry paint film.

Possible cause:

- Paint is applied too thickly, usually over a porous surface
- Paint is applied too thickly, to improve inherent poor hiding (coverage) of a lower quality paint
- Paint is allowed to build up in corners upon application

Solution:

Remove coating by scraping and sanding. Prime and repaint, using a top quality latex paint. Mud-cracked areas can also be repaired by sanding the surface smooth before repainting with a top quality latex paint. This type of paint is likely to prevent recurrence of mud cracking, because it is relatively more flexible than alkyd paint, oil-based paint and ordinary latex paint. Quality paints have a higher solids content, which reduces the tendency to mud crack. They also have very good application and hiding properties, which minimize the tendency to apply too thick a coat of paint.

PICTURE FRAMING: An effect of non-uniform color that can appear when a wall is painted with a roller, but is brushed at the corners. The brushed areas generally appear darker, resembling the “frame” of a “picture.” Also, sprayed areas may be darker than neighboring sections that are brushed or rolled. Picture framing can also refer to sheen effects.



Possible cause:

- Usually a hiding (coverage) effect. Brushing will generally result in lower spread rates than rolling, producing a thicker film and more hiding.
- Adding colorant to a non-tintable paint or using the wrong type or level of colorant

Solution:

- Make sure that spread rates with brushes and rollers are similar.
- Don't cut in the entire room before roller coating. Work in smaller sections of the room to maintain a "wet edge."
- With tinted paints, be sure the correct colorant-base combinations are used.
- Colors should be thoroughly shaken at time of sale.



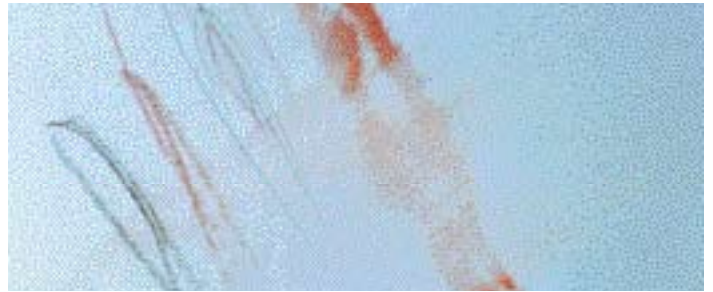
POOR HIDING: Failure of dried paint to obscure or "hide" the surface to which it is applied.

Possible cause:

- Use of low quality paint
- Use of low quality tools/wrong roller cover
- Use of an improper combination of tinting base and tinting color
- Poor flow and leveling
- Use of a paint that is much lighter in color than the substrate, or that primarily contains low-hiding organic pigments
- Application of paint at a higher spread rate than recommended

Solution:

- If the substrate is significantly darker or is a patterned wallpaper, it should be primed before applying a top coat.
- Use quality tools and paint. Use the recommended roller nap, if rolling.
- Follow manufacturer's recommendation on spread rate; if using tinted paint, use the correct tinting base.
- Where a low-hiding organic color must be used, apply a primer first.



POOR STAIN RESISTANCE: Failure of the paint to resist absorption of dirt and stains.

Possible cause:

- Use of lower quality paint that is porous in nature
- Application of paint to unprimed substrate

Solution:

- Higher quality latex paints contain more binder, which helps prevent stains from penetrating the painted surface, allowing for easy removal.
- Priming new surfaces provides maximum film thickness of a premium topcoat, providing very good stain removeability.



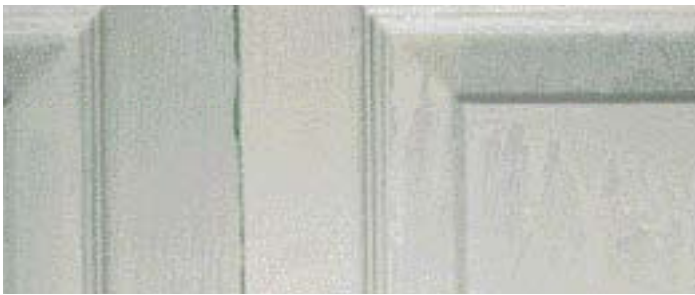
ROLLER MARKS/"STIPPLE": Unintentional textured pattern left in the paint by the roller.

Possible cause:

- Use of incorrect roller cover
- Use of lower grades of paint
- Use of low quality roller
- Use of incorrect rolling technique

Solution:

- Use the proper roller cover; avoid too long a nap for the paint and substrate. Use quality rollers to ensure adequate film thickness and uniformity.
- High quality paints tend to roll on more evenly due to their higher solids content and leveling properties.
- Pre-dampen roller covered used with latex paint; shake out excess water.
- Don't let paint build up at roller ends.
- Begin rolling at a corner near the ceiling and work down the wall in three-foot square sections.
- Spread the paint in a zigzag "M" or "W" pattern, beginning with an upward stroke to minimize spatter; then without lifting the roller from the surface, fill in the zigzag pattern with even, parallel strokes.



SAGGING: Downward "drooping" movement of the paint film immediately after application, resulting in an uneven coating.

Possible cause:

- Application of a heavy coat of paint
- Application in excessively humid and/or cool conditions
- Application of over thinned paint
- Airless spraying with the gun too close to the substrate being painted

Solution:

- If paint is still wet, immediately brush out or re-roll to redistribute the excess evenly.
- If the paint has dried, sand and reapply a new coat of top quality paint.
- Correct any unfavorable conditions: Do not thin the paint; avoid cool or humid conditions; sand glossy surfaces. Paint should be applied at its recommended spread rate; avoid "heaping on" the paint. Two coats of paint at the recommended spread rate are better than one heavy coat, which can also lead to sagging.
- Consider removing doors to paint them supported horizontally.



WRINKLING: A rough, crinkled paint surface, which occurs when uncured paint forms a "skin." Common problem also with exterior paint.

Possible cause:

- Paint applied too thickly (more likely when using alkyd or oil-based paints)
- Painting during extremely hot weather or cool damp weather, which causes the paint film to dry faster on top than on the bottom
- Exposing uncured paint to high humidity levels
- Applying topcoat of paint to insufficiently cured primer
- Painting over contaminated surface (e.g., dirt or wax)

Solution:

Scrape or sand substrate to remove wrinkled coating. If using a primer, allow it to dry completely before applying topcoat. Repaint (avoiding temperature/humidity extremes), applying an even coat of top quality interior paint.

EXTERIOR COMMON PAINT PROBLEMS



ALLIGATORING: Patterned cracking in the surface of the paint film resembling the regular scales of an alligator.

Possible cause:

- Application of an extremely hard, rigid coating, like alkyd enamel, over a more flexible coating, like a latex primer
- Application of a topcoat before the undercoat is dry
- Natural aging of oil-based paints as temperatures fluctuate. The constant expansion and contraction results in a loss of paint film elasticity.

Solution:

- Old paint should be completely removed by scraping and sanding the surface; a heat gun can be used to spread work on large surfaces, but take care to avoid igniting paint or substrate.
- The surface should be primed with a high quality latex or oil-based primer, then painted with a top quality exterior latex paint.



BLISTERING: Bubbles resulting from localized loss of adhesion and lifting of the paint film from the underlying surface.

Possible cause:

- Painting a warm surface in direct sunlight
- Application of oil-based or alkyd paint over a damp or wet surface
- Moisture escaping through the exterior walls (less likely with latex paint than with oil-based or alkyd paint)
- Exposure of latex paint film to dew, high humidity or rain shortly after paint has dried, especially if there was inadequate surface preparation

Solution:

- If blisters go down to the substrate, try to remove the source of moisture. Repair loose caulking; consider installing an exhaust fan. Remove blisters (see below)
- If blisters do not go all the way down to the substrate, remove them by scraping, then sanding; prime any bare wood and repaint with a quality exterior paint.



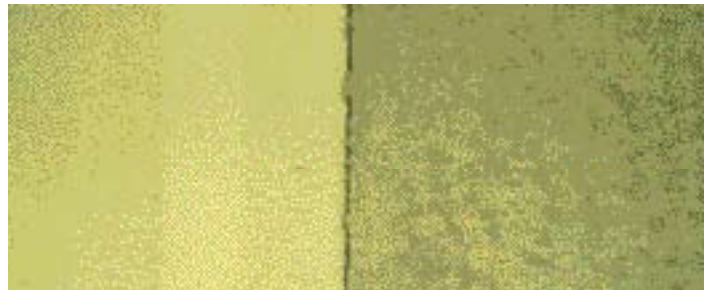
CRACKING/FLAKING: The splitting of a dry paint film through at least one coat, which will lead to complete failure of the paint. Early on, the problem appears as hairline cracks; later, flaking of paint chips occurs.

Possible cause:

- Use of a lower quality paint that has inadequate adhesion and flexibility
- Over thinning the paint or spreading it too thick
- Poor surface preparation, especially when the paint is applied to bare wood without priming
- Painting under cool or windy conditions that make latex paint dry too fast

Solution:

- It may be possible to correct cracking that does not go down to the substrate by removing the loose or flaking paint with a scraper or wire brush, sanding to feather the edges, priming any bare spots and repainting.
- If the cracking goes down to the substrate, remove all of the paint by scraping, sanding and/or use of a heat gun; then prime and repaint with a quality exterior latex paint.



DIRT PICKUP: Accumulation of dirt, dust particles and/or other debris on the paint film; may resemble mildew.

Possible cause:

- Use of low quality paint, especially lower grades of satin or semigloss
- Soil splashing onto siding
- Air pollution, car exhaust and flying dust collecting on house body and horizontal trim

Solution:

- Wash off all surface dirt before priming and painting. If unsure whether the problem is dirt or mildew, conduct a simple spot-test. Clean off dirt with a scrub brush and detergent solution, followed by a thorough rinsing with a garden hose. Heavier dirt accumulations may require the use of a power washer.
- While dirt pickup can't be eliminated entirely, top quality exterior latex paints typically offer superior dirt pickup resistance and washability. Also, higher gloss paints are more resistant to dirt pickup than flat paints, which are more porous and can more easily entrap dirt.



NAILHEAD RUSTING: Reddish-brown stains on the paint surface.

Possible cause:

- Non-galvanized iron nails have begun to rust, causing bleed-through to the topcoat
- Non-galvanized iron nails have not been countersunk and filled over
- Galvanized nailheads have begun to rust after sanding or excessive weathering

Solution:

- When painting new exterior construction where non-galvanized nails have been used, it is advisable to first countersink the nailheads, then caulk them with a top quality, water-based all-acrylic or siliconized acrylic caulk. Each nailhead area should be spot primed, then painted with a quality latex coating.
- When repainting exteriors where nailhead rusting has occurred, wash off rust stains, sand the nailheads then follow the same surface preparation procedures as for new construction.



PAINT INCOMPATIBILITY: Loss of adhesion where many old coats of alkyd or oil-based paint receive a latex topcoat.

Possible cause:

Use of water-based latex paint over more than three or four coats of old alkyd or oil-based paint may cause the old paint to “lift off” the substrate.

Solution:

- Repaint using another coat of alkyd or oil-based paint.
- Or completely remove the existing paint and prepare the surface cleaning, sanding and spot-priming where necessary before repainting with a top quality latex exterior paint.



TANNIN STAINING: Brownish or tan discoloration on the paint surface due to migration of tannins from the substrate through the paint film. Typically occurs on “staining woods,” such as redwood, cedar and mahogany or over painted knots in certain other wood species.

Possible cause:

- Failure to adequately prime and seal the surface before applying the paint
- Use of a primer that is not sufficiently stain-resistant
- Excess moisture escaping through the exterior walls, which can carry the stain to the paint surface

Solution:

Correct any possible sources of excess moisture. After thoroughly cleaning the surface, apply a high quality stain-resistant oil-based or acrylic latex primer. Oil-based stain-resistant primers are the best type to use on severely staining boards. In extreme cases, a second coat of primer can be applied after the first has dried thoroughly. Finish with a top quality latex paint.



VINYL SIDING WARP: Warping or buckling of vinyl siding panels that have been repainted.

Possible cause:

Most likely cause is that vinyl siding was repainted with darker color paint than the original color. Dark paint tends to absorb the heat of the sun, transferring it to the substrate. When vinyl siding expands dramatically, it is not able to contract to its original dimensions.

Solution:

- Paint vinyl siding in a shade no darker than the original. Whites, off-whites, pastels and other very light colors are good choices. Top quality acrylic latex paint is the best type of paint to use on vinyl siding, because the superior flexibility of the paint film enables it to withstand the stress of expansion and contraction cycles caused by outdoor temperature changes.
- Siding that has warped or buckled should be assessed by a siding or home repair contractor to determine the best remedy. The siding may need to be replaced.

ANOTHER FINE MESS CLEANING UP AFTER PAINTING

When you've finished painting, wait just a little longer before taking a break. Clean-up is simpler if you clean your equipment before the paint has a chance to dry. Paint tools clean easily with Conklin's Mox® heavy-duty multipurpose cleaner.

The first step is to remove any excess paint from brushes or rollers:

- A brush comb is handy for removing paint from the bristles, especially paint that has collected and hardened toward the tips. Insert the comb and comb out toward the end of the bristles.
- A spin dryer rotates brushes and rollers at high speed to quickly remove excess paint. Operate a spin roller inside a cardboard box or pail to minimize spattering.

Once you've removed the excess paint, it's time to thoroughly clean your brushes:

- To clean latex paint from brushes and rollers, simply wash them with Mox or detergent and warm water
- Use turpentine or paint thinner to remove oil-based paints from your tools. When finished, dispose of used cleaning fluids, rags and paper towels in a proper manner.

Latex paint should come off your hands easily by scrubbing with Mox under a faucet. Oil-based paints may require extra scrubbing with a non-toxic abrasive, such as soap containing pumice.

Leftovers Storing your unused paint

Don't dispose of your leftover paint. You will want to keep some on hand to touch up soiled or damaged surfaces, and you may have trouble matching the color at a later date.

- Use a paper towel to clean the paint from the groove on the rim.
- Cover the can opening with plastic wrap for an airtight seal.
- Replace the lid, using strong pressure to press it firmly into the groove.
- Always store paint in its original container with the label intact, in case you need to match the color and type later. Indicate which room(s) you used the paint in on the label.
- Don't store paint where it will be subjected to subfreezing temperatures (including many garages) or extreme heats. Although paints are formulated to withstand the elements, these conditions can cause your stored paint to solidify in the can.

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Master Guard® Wood Sealer

All wood sealers are not created equal. Protect your wood investments with a sealer designed to last. A single coat of Master Guard® Wood Sealer penetrates deep into the wood. It protects wood surfaces and minimizes weathering while rejuvenating the natural appearance of the wood. It adds years to the life of wood decks, outdoor furniture, wood gym sets, fences and siding. And clean up is easy. Just use soap and water.

Master Guard® Protector Coat

High traffic areas need additional wood protection. After sealing your wood with Master Guard® Wood Sealer, use Master Guard® Protector Coat. It is a unique, water-based urethane that is abrasion resistant.

Master Guard® Driveway Sealer

Your asphalt driveway can look new again with Master Guard® Asphalt Sealer. It is specially formulated to seal and protect the surface from weather, vehicles and chemicals. Master Guard does not contain coal tar and meets all volatile organic compound (VOC) regulations.

The Master Guard asphalt system includes a complete line of products for professionally recoating old asphalt surfaces. Master Guard companion products include:

- Master Guard® Oil and Spot Primer for treatment of petroleum stains prior to sealing
- Master Guard® Pourable Crack Filler for treating cracks measuring one-fourth inch or smaller
- Master Guard® Trowelable Crack Filler for large cracks and minor defects measuring one-fourth to three-fourths inch
- Master Guard® Asphalt Patch for potholes and overlay of low areas in the asphalt pavement





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