

The magazine for paint professionals

PQI

Magazine

Creative Ideas for
New Painting Projects

Color Trends from
White to Bright

The Changing Face
of Your Customers

Summer 2005 | \$3.00 U.S.

www.paintquality.com

Editor's note



Anyone who's been around the paint business for a while knows that the pace of change in our chosen field is faster today than ever before.

In the past, color trends would come and go, but paint practices stayed pretty much the same. Fast-forward to today, and you'll find products on the shelves that did not exist a generation ago, painting techniques that hadn't yet been conceived, and even substrates that hadn't yet reached the market.

Paint technology has made huge leaps forward, resulting in a dizzying array of new paints and coatings. Low odor paints, low temperature paints, and "chalkboard" coatings are just a few examples.

Decorative painting techniques have exploded onto the scene, giving birth to a cottage industry of specialty products and a whole new genre for mainstream paint companies. Stippling, striping, blocking... the list goes on and on. Then there's faux this and faux that, as the line continues to blur between home painting and high art.

Construction materials have had their own renaissance. Plastic replacing wood, polyester-fiberglass accents, and synthetic stone have all debuted in recent years, and there are still many more new materials that either can or must be painted, each with its own special surface preparation and coating system requirements.

And people are simply eager to paint more than their walls today. The DIY and decorating magazines are filled with articles on using paint to transform everything from old furniture to old flower pots into painted works of art. Every home improvement TV and cable program seems to have some innovative use for paint.

The changes are mind-boggling, but they offer a big upside to paint retailers: Your customers need you and your expertise more than ever before. And the potential is there for a bigger average sales ticket.

Through it all, one thing that will not change is PQI's commitment – through *PQI Magazine* and www.paintquality.com — to provide helpful information to paint retailers. This issue of our magazine is a case in point. We've included articles on new color trends, new things to paint, and what changing demographics mean to paint retailers.

Yet even our magazine is evolving. Starting with this issue, you'll see shorter articles and a more visual format. After all, painting is a feast for the eyes. Enjoy!

A handwritten signature in black ink that reads "Debbie Zimmer".

Debbie Zimmer
Editor

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What's hot in '05:



FROM BRIGHT

A touch of the tropics, an air of sophistication and white's long-awaited comeback — 2005's popular color palettes have something for everyone. Here are this year's hottest color trends, according to The Rohm and Haas Paint Quality Institute:

BRIGHTER DAYS AHEAD

No longer just "vacation" colors, bright hues such as ocean blue, mango, and kiwi are being used in everyday living. Even if they don't live in an oceanfront home, today's consumers are using these colors to give a cheerful boost to kitchens, bedrooms and sunrooms. Bold citrus hues are also ideal for outdoor use, such as trellises, patio furniture and even planters and flower pots.

DEEP THINKING

Completely opposite to the Caribbean bright trend is the hearty "deep" color palette. These are the colors of harvest — rich reds, forest greens, dark chocolate brown and especially rich shades of blue. These colors can be used throughout the home to create warm, inviting family rooms, dens, dining rooms and more.

Because of their intensity, these colors are best employed in small, striking doses — for example, on just one wall or below a chair rail. A great trick: deep colors visually lower a too-high ceiling, making a room feel more intimate.

WHITE HOT

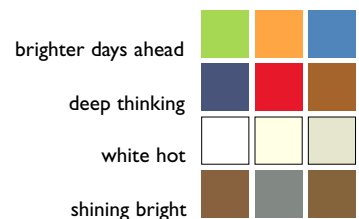
After years of declining popularity, white is back. But this is not the flat

white paint of years past. Look for whole palettes in various intensities — from clean bright white to soft creams and beiges. The freshest twist is to use a high gloss level to add additional light and visual interest to a room.

Since white in varying intensities can create serene, restful havens in the home, this palette is ideal for use in the bedroom and bath.

SHINING BRIGHT

The perfect accent to any of these palettes? The new muted metallics. Soft pewter, mellow copper and brushed nickel are the ideal complement to kitchen and bath fixtures. They also are a fresh and unexpected option for small spaces like hallways and alcoves. ❖



EVERYDAY INSPIRATIONS FOR TODAY'S TRENDIEST COLORS

- ❖ Rich fabrics, such as silk and velvet, make deep colors seem even more luxurious
- ❖ Summertime — fresh fruits and vegetables, flowers and trees in full bloom and seashore vacations are all bursting with brilliant colors
- ❖ Luxury spas are masters at using white, beige and blue to create a soothing environment
- ❖ Kitchen and bath accents, such as faucets, cabinet hardware and lighting fixtures offer clues to the best metallic paint choices



AN **IRON**CLAD RECIPE **FOR** SUCCESS

Metal: it's one of the most popular building materials on the market. It's outside, in the form of storm doors, downspouts and flashing. It's inside, used in railings, window frames and trim. And all of it can be painted.

There are three main types of metal typically found around the house — ferrous, galvanized and aluminum. Learn how to help your customers paint each of them, and get ready to strike gold with bigger profits.

FERROUS METALS

Ferrous metals either contain or are derived from iron. All ferrous metal (except stainless steel) will eventually rust. In fact, this may be the top complaint you hear from your customers. To help them solve the problem, and achieve a successful paint job, recommend the following steps:

- 1 Remove peeling paint or loose rust with a hand-held wire brush or a wire brush attachment for either a disk sander or an electric drill. Also make sure to recommend the proper eye and skin protection.
- 2 Brush off loose particles with a soft-bristle brush and scrub the surface with soapy water; then rinse thoroughly.
- 3 Once the surface is dry, it should be primed immediately. If the surface is left exposed, even for just a day or two, rust can reform. To inhibit future rust growth, recommend two coats of a high quality, acrylic latex corrosion-resistant primer.

Finish the job with one or two coats of quality acrylic latex paint.



GALVANIZED METAL

Galvanized metal is made with either iron or steel, but it is manufactured with a thin coating of zinc to help prevent rusting. These materials are commonly used in areas exposed to water, such as downspouts and flashing.

Galvanized metal may still rust if the zinc coating is cut or otherwise compromised. If this is the case, the rust can be removed by wire brushing followed by applying at least one coat of a quality acrylic corrosion-resistant primer.

For new or rust-free galvanized metal, these instructions will lead to a quality paint job:

- 1 Use a wire brush or a scraper to remove any peeling paint. Stress to your customers that they should use a light hand — if too much pressure is applied, they can cut through the zinc coating and lessen its rust protection.
- 2 Wash the surface with detergent and water, then rinse thoroughly.
- 3 Prime the surface with an acrylic latex corrosion-resistant primer.

Apply one or two coats of quality 100 percent acrylic latex paint.

ALUMINUM

Aluminum is used throughout the home, but your customers may be most interested in advice on how to paint their old aluminum siding. Some may not even know that painting it is possible, to change color and refresh the appearance.

It's a fact, of course, that aluminum siding can be painted, by following this advice:

- 1 If surface oxidation is present, it must be removed prior to painting. The best way to do this is to rub the affected area with a non-metallic scouring pad, then scrub or power wash with soapy water to remove all dust, loose paint, dirt or chalk. Then, rinse with clean water. Note that residual bits of steel left from use of steel wood for this purpose have been known to result in pin holes, caused by corrosion.
- 2 Treat any mildew with a 3:1 water: bleach mixture, and rinse.
- 2 Weathered aluminum siding typically will have heavy chalking of the original factory finish. This, along with any dirt and treated mildew, should be removed by power washing with plain water, or by hard scrubbing with detergent followed by a thorough rinsing.
- 3 Prime any bare metal areas with a corrosion-resistant acrylic latex primer.
- 4 Apply top quality exterior 100 percent acrylic latex paint. If the siding has some dents or dings, recommend a flat paint. It will help mask these imperfections. Otherwise, a satin finish provides a crisp, "brand-new" appearance.

FOR MORE INFORMATION Proper surface preparation and the use of top quality primers and paints can help a paint job on a metal surface last for eight to ten years or more. If you would like to do more reading on this topic, check out www.paintquality.com. Or, for more information on painting metals in the commercial and industrial markets, visit PQI's new website, www.industrialpaintquality.com ❖



PAIN the TOWN

Chances are, your do-it-yourself customers already know that a quality paint job is a great means of home improvement. But do they know that they can use paint on more than just the walls?

Today, just about anything can be painted, creating limitless home decorating opportunities for your customers, and increased sales for you. Here are some ideas to get you started:

BEAUTIFUL ON THE INSIDE

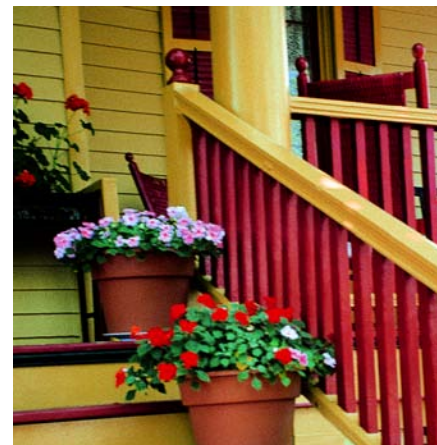
Don't just look around – look up. Certainly, white is a popular choice for the ceiling, but even this basic can be modified to change a room's appearance. White in a reflective satin finish can make a room seem brighter and the ceiling appear higher. To make a large room seem smaller, a less-reflective paint in a deep color visually "lowers" a too-high ceiling.

Take a Stand. Painting is a cost-effective way to camouflage damaged or discolored wood floors, but even newly installed hardwood flooring can be enhanced by decorative painting techniques. Stencils, translucent glazes and subtle patterns allow your customers to create one-of-a-kind designs.

When it comes to painting hardwood floors, quality is key. Careful surface preparation, followed by an application of 100 percent acrylic floor paint, will help painted floors stand up to heavy foot traffic, spills and other daily wear and tear. For extra durability, recommend finishing the job with a clear, water-based acrylic or urethane sealer.

Furniture Polish. Tables, chairs, armoires and dressers are among the newest canvases for decorative painting. One of the best techniques for use on furniture is distressing, which gives the surface an "antique" appearance. For this type of job, your customers will need at least two colors of paint, 100 grit sandpaper and a clear finish. Visit www.paintquality.com for "how to" instructions.

All the Trimmings. Quick jobs, maximum impact — that's what your customers will find when they undertake some of these smaller home painting projects. Fresh paint can make a big difference for window frames, doors, stairways and railings. Remind your customers that gloss level is an important consideration. Any surface that is frequently handled, such as railings, is a candidate for a high-gloss paint, for maximum stain resistance.



THE GREAT OUTDOORS

There are even more opportunities for new painting projects outside the home. And since the finished products will be constantly exposed to the elements, they will benefit from using both a quality primer and a quality paint.

Little Things That Matter. If your customer has recently painted his or her home's exterior, the downspouts, doors, fences and porches may look somewhat worn and tired by comparison. A fresh coat of paint on these surfaces will quickly remedy that problem. And if the exterior paint job is more than a few years old, painting even just these accents can help make the whole house look cleaner and brighter.

Garden Party. Painting can refresh patio furniture, while helping to protect the surface from the elements.

As for the backyard, just about anything without roots or leaves is a good candidate for painting! Birdbaths and feeders, benches, flowerboxes and trellises are all good candidates. And swing sets and other playground equipment are ideal to paint in fun, whimsical colors and patterns.

SO UNUSUAL

Another important reminder to pass along to your customers: even today's popular "maintenance-free" materials can be painted. Change the surface color or gloss level, or refresh its appearance. A coat or two of quality paint also offers added protection and gives the surface better dirt and fade resistance.

- Some examples of materials your customers might not know they can paint are:
- ❖ Aluminum
 - ❖ Vinyl/PVC
 - ❖ Synthetic (Polymeric) Stone
 - ❖ EIFS (synthetic stucco)
 - ❖ Fiber Cement Siding

All of these materials have unique surface preparation needs, as well as special guidelines for priming and painting. For complete instructions on painting these and other surfaces, visit the Prep, Prime & Paint section of www.paintquality.com

FINAL THOUGHT

The multitude of new products and techniques has opened up the possibility of painting things that most people (maybe even you) never thought possible. Be creative, and encourage your customers to do the same. Help your customers let their imaginations run wild, and then get ready to see your sales take off! ❖

4 STEPS TO A QUALITY PAINT JOB

Be Prepared

Be sure your customers have all the necessary tools, including power-washers, wire brushes, scrapers and sandpaper. Also recommend skin and eye protection, as well as dropcloths to protect the surrounding areas.

Best Of The Best

Always recommend the best paint from any line. It makes good sense for you – and your customers.

Brush Up

Recommend a variety of tools for the job. Smaller brushes help get into corners, while quality rollers and covers are good for larger areas.

The Forecast Calls For...

Be sure your customers read and follow the directions on the paint can. This will include valuable temperature guidelines and other information to help achieve the perfect paint job.



MOVING on Up



Promoting Paint Upgrades

As home buyers have evolved into more value-conscious consumers, the door is opening for professional painters and builders who offer top quality interior and exterior coatings, and often special palettes, as custom upgrades.

Retailers can help promote new home paint upgrades in many other ways, including:

- ❖ Do your part to educate builders and homebuyers about the better durability and better appearance of top quality paints. When possible, use photos of real-life examples showing the difference in look and wear of top quality paints.
- ❖ Emphasize the value of a premium paint option. For the builder, it means increased income as well as enhanced reputation. For the home buyer, it offers a lower cost-per-year-of-service, and eliminates the need to repaint after moving.
- ❖ Motivate your contractor customers by sharing stories of professional painters who have been successful selling paint upgrades to new home buyers. Use an in-store display or direct mail to inspire contractors to promote paint upgrades to builders and home buyers.
- ❖ Provide contractors with effective educational material, such as literature, videos or other items that show off the advantages of top quality paint. Offer them advice on how to use these materials to promote paint upgrades to builders and home buyers.

There is a wealth of information on this subject available on the Rohm and Haas Paint Quality Institute home page, www.paintquality.com. Simply click on the “Quality Paint” tab for links to tip sheets, photos and more information on the benefits of quality paint for new construction. ❖



Demographic Trends Spell **BIG** CHANGES For Paint Retailers



In the near future, America will look a lot different than it does today. To get a jump on the competition, now is the time to think about how your business can adapt to better serve these new customer bases. By preparing now, you can help your business grow in the future.

¿HABLA ESPAÑOL?

Hispanics account for more than 40 million households in the U.S. today – 43 percent of them in the suburbs. Population experts predict that the Hispanic community will continue its rapid growth, and will make up a quarter of the U.S. population within the next several decades.

According to the experts, Hispanics embrace the American lifestyle, but still want to celebrate their unique ethnicity. One way this may manifest itself is through home decorating, particularly through use of brightly colored paints, popular in many Latin American regions.

One way to better service the Hispanic community is to employ Spanish-speaking staff. According to a recent Hispanic Monitor survey, more than 96 percent of Hispanics say they speak Spanish at home. Furthermore, many households are likely to be multigenerational, increasing the likelihood of both English and Spanish being spoken in the home. A majority of

Hispanics surveyed say they will seek out a Spanish-speaking professional for advice before making a purchase, and that they get more information about a product when it is advertised in Spanish rather than English-only.

OLDER AND WISER

While only the oldest “baby boomers” will be “senior citizens” in 2015, people who are 55 and older will account for a substantial slice of the U.S. population a decade from now. In fact, more than 85 million Americans will fall into this category by then.

Older customers tend to favor products that are easy to use and require minimal upkeep. To that end, be sure to promote the numerous benefits of top quality paint, such as ease of application, stain resistance and low maintenance. (Your contractor customers can use this information, too.) And remind retirees on a fixed income that top quality paint will actually save them money in the long run, since it will need fewer touch-ups and less frequent reapplication.

ALL THINGS TO ALL PEOPLE

The vast majority of U.S. residents in the near future will be between the ages of 20 to 34 (70 million) and 35 to 54 (86 million). Because of this broad range of ages, your customers will have vastly different decorating needs. The best way to service these market segments? Be prepared. Learn the answers to questions ranging from how to decorate first homes and apartments on a budget to the best way to convert former children’s rooms to home offices.

With average income on the rise and household size shrinking, there is more discretionary income for consumers in these age brackets to spend on home decorating. Your customers will likely decorate and re-decorate several times when moving to new homes or apartments, preparing a new baby’s nursery or re-decorating the bedroom of a child who has grown up and moved out. By staying on top of the latest trends, you can help meet your customers’ ever-changing tastes and ensure that they visit you time and time again for their decorating needs. ❖



to do
hispanic customers

- ❖ Consider hiring bilingual counterpersons, or offer Spanish-language training to current employees.
- ❖ Produce in-store displays and direct mailings in both English and Spanish.
- ❖ Conduct an informal survey of your Hispanic customers to learn how you can better serve them.
- ❖ Consider purchasing the new PQI Pocket Fan Deck and 9” Color Wheel in Spanish from the PQI web site.

to do
older customers

- ❖ Suggest low-VOC paints, which give off little or no odor as they dry. They will be less irritating to customers with health concerns.
- ❖ For older DIYers, recommend top-notch safety equipment, such as sturdy step-stools, protective eye goggles, and gloves.
- ❖ Develop in-store displays comparing the average cost per year of service for ordinary vs. top quality paints (visit www.paintquality.com for more information).

to do
all customers

- ❖ Keep on top of which colors are hot – and which are not.
- ❖ Host in-store workshops to demonstrate the latest decorative painting techniques.
- ❖ Post idea boards that show how to makeover rooms from their current state to new uses such as nurseries, dens or home offices.



Overcoming stucco's
**STICKING
POINTS**

Stucco presents a unique set of painting challenges, but with good surface preparation and proper paint selection, it is possible to achieve an attractive, long-lasting paint job.



FOR FRESH STUCCO:

- ❖ An alkali-resistant masonry sealer or primer protects against alkalinity and efflorescence.
- ❖ A primer or sealer counteracts fresh stucco's porous surface, and ensures that the finished paint job appears uniform.

FOR EXISTING STUCCO:

- ❖ Remove efflorescence, loose sand, chalk and dirt with scrapers, wire brushes and other tools. Stubborn efflorescence can be removed with a 6 to 10 percent muriatic acid solution. Remove mold or mildew with a solution of one part household chlorine bleach to three parts water. Thoroughly rinse the surface after applying either solution.
- ❖ Recommend proper eye and skin protection, and dropcloths to protect surrounding shrubbery. Top quality all-acrylic or siliconized acrylic caulk can repair minor cracks. Do not use a silicone caulk. It can cause paint adhesion problems. Once sealed, a severely cracked surface can be treated with an elastomeric wall coating, which bridges present and future cracks.

Finally, ALL stucco benefits from top quality 100 percent acrylic latex paint, which will resist alkalinity, efflorescence, dirt and mildew.

For even more advice on painting stucco or other masonry surfaces, visit www.paintquality.com Click on the "For the seller & the specifier" tab for links to info sheets, articles and other interesting and helpful items. ❖

safe painting practices = GOOD BUSINESS

Most successful paint retailers realize that it's smart business practice to take good care of customers, and not just concentrate on the cash register. But there's an opportunity to do both when it comes to the subject of safety.

With virtually every paint sale, a couple of simple questions can add to the size of a purchase. And your customers will usually appreciate any advice that will help protect either them or their loved ones. Keep these things in mind:

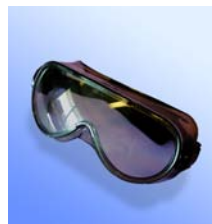
Cloth gloves help prevent splinters, cuts, and blisters when scraping, wire-brushing or sanding.



Rubber gloves should be worn when working with bleach solution, paint removers or any type of acid... or when cleaning up with paint thinner or mineral spirits.



A vapor respirator should be worn when spray painting to prevent the inhalation of paint particles and fumes.



Safety goggles are a must when handling acid, bleach or harsh chemicals; they can also help prevent eye injury when wire-brushing, scraping, sanding or painting overhead.

A dust mask should be worn when sanding.



Remember, an ounce of prevention is worth a pound of cure... and a few well-timed questions can add to your bottom line. ❖

INDUSTRIAL new website

Actually, it's both a brand new website and an integral part of www.paintquality.com. Visit the PQI homepage and click on the link there, or go directly to www.industrialpaintquality.com to find a wealth of information on industrial maintenance painting.

Drill down into the site to obtain information on specific types of industrial applications, whether they be at manufacturing sites, utility or chemical plants, commercial buildings, marine or offshore facilities, or even on bridges and highways.

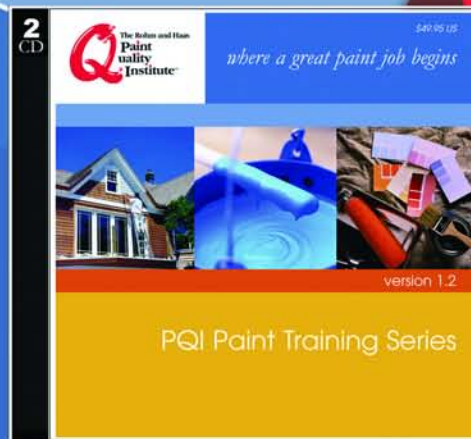
Click on another link and educate yourself about the basics. Learn about the ingredients in IM coatings and how to properly prepare surfaces in industrial maintenance settings.

The site even describes how you can open helpful lines of communications with others interested in the IM arena through PQI-sponsored telephone conferences and online chats.

There's lots more to be found on www.industrialpaintquality.com – informational articles, case studies, even a description of PQI's extensive testing of industrial maintenance coatings. So, visit us soon. And come back often! ❖



Where a great paint job begins



The Rohm and Haas Paint Quality Institute is pleased to announce a new training program designed for the paint professional, including those in sales and manufacturing, as well as painting contractors and the specifier community.

This training program contains a wealth of information on paint ingredients, proper surface preparation, and painting safety, as well as information on decorative painting techniques, color terminology and selection. To view a 3-minute demo, visit our website.

This handy 2-CD set serves as an interactive instructional series, as well as a comprehensive resource tool for both the trainer and trainee alike. An on-line exam is included and, after successful completion, a customized PQI acknowledgement is provided.

To order your 2-CD set, go to www.paintquality.com

**¿Tiene usted los problemas
de pintura?**

no problema.



Now Available in Spanish.

The Problem Solver fan deck can help you identify, correct and prevent the most common paint problems. The easy-to-use card deck format describes 22 exterior and 22 interior paint failures and remedies.

Handy photographs help Do It Yourselfers and Contractors recognize specific paint failures so proper corrective and preventative steps can be taken.



Fan decks, both English and Spanish, are now just a click away . . .

www.paintquality.com