

DURON
PAINTS & WALLCOVERINGS

EDGE

Exterior Siding

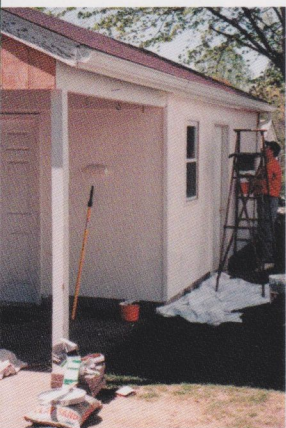
Re-side or Re-finish?

“I like
the fact that
we spent
60 percent
less...”

page...4

Siding in a Can

www.duron.com



New product lets you refinish—not replace—old siding to make houses look like new

Cover Feature

Duron and You: *Siding with Our Customers*

It's called Siding in a Can™, but customer-focused paint contractors around the country will soon be calling it "More Business in a Can." That's because Siding in a Can can not only magically turn old, weather-beaten aluminum, vinyl or wood siding into a fresh-looking facade, it can turn a small trim job into a sizeable whole-house job as well.

Siding became popular in the seventies, which means that there's a lot of dingy, chalky siding out there. It's a big problem for homeowners, who often put off re-siding for years because of its expense. The problem often comes to a head as they consider moving and realize they need to "do something" to maximize their home's curb appeal before putting it on the market.

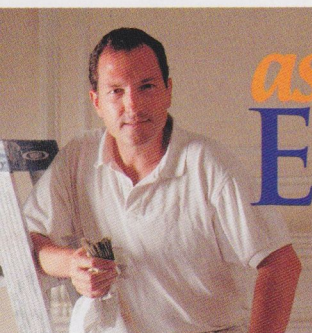
Often, they'll hire someone to paint their trim and inadvertently make the house look even worse by creating a sharper contrast between the fresh trim

and the dingy siding. Now, with Duron's Siding in a Can, you can help them effectively refinish their siding at the same time. They'll get a fresh "new" house quickly and without the expense and hassle of re-siding, and you'll get a bigger sale—with a little help from Duron.

Of course, homeowners aren't the only ones with old siding in need of refinishing. Take the case at a 92-building apartment complex in the Midwest. The management company had tried four different exterior paint products on the T1-11 siding and had met with such poor results that it was looking into installing expensive new vinyl siding on each unit. Finally, the company's contractor sprayed on the new Siding in a Can—the only product specifically formulated for the task. The results were immediate and dramatic.

Siding in a Can created a smooth finish on the siding. The buildings look

(continued on page 7)



ask the EXPERT

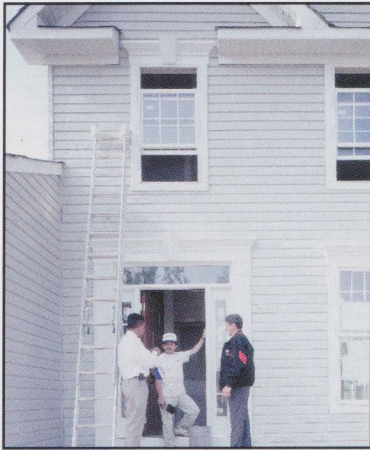
Dear Expert,
I have been in this business for years, but just had my first and only job painting the vinyl siding of a house. I did the job last spring and my customer just called me and said it was beginning to look really bad—almost like large bubbles. What happened?

Painter, Tampa, FL

Dear Painter,

It sounds like you have a classic case of warping or buckling of the vinyl siding panels that you repainted. The most likely cause is the vinyl siding was repainted with a darker color of paint than the original color. Dark paints tend 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. Thus, the buckling or bubbled appearance you described.

Your best solution to future vinyl siding jobs is to use a shade of paint no darker than the original siding color. 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 enabling it to withstand the stress of expansion and contraction cycles caused by outdoor temperature changes. ■



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Duron and You: Siding with Our Customers

great now, with an even appearance and a nice sheen. The customer also liked the fact that it cost 60 percent

less with Siding in a Can than if they had re-sided the buildings with new vinyl.

Duron's Siding in a Can Exterior Acrylic High Build is a true "problem-solver" product designed to refinish the most challenging wood, masonry or stucco surfaces. Formulated with *super-durable, automotive-grade pigment*, Siding in a Can can be applied at a rate of 100 square feet per gallon. The thick elastic nature of the finish allows it to bridge small cracks and surface gaps, drying to a tough, stretchable, fade-resistant coating. Siding in a Can can extend the life and beauty of the siding for a decade or more.

To get high-quality results on faded vinyl, aluminum and steel siding, contractors can use a sister product, Siding in a Can Exterior Acrylic Finish. This "thin-film" version can make these common types of siding look "good as new"

quickly and inexpensively. Both products are 100 percent acrylic and available from Duron Paints & Wallcoverings in hundreds of colors. The thin-film product is available in satin and semi-gloss, and the high-build product is available in flat. Duron plans to introduce a satin version of the high-build later this year.

As with any job, proper surface preparation is vital to success. A primer is suggested for extremely weathered surfaces, and the Siding in a Can family of products includes a high-quality acrylic primer specially formulated for priming weathered vinyl, aluminum, T1-11 and other siding substrates. In addition, because of the chalky nature of old siding, special care must be taken to ensure that all surfaces are clean, dry and free of defects before proceeding. This usually necessitates power washing with a commercial solution or mildew removal treatment, if applicable, and sanding and/or treatment of blackened wood surfaces. Look to complete directions on the can to ensure beautiful, long-lasting results and high customer satisfaction—and loads of referrals as neighbors get a look at the "new" house on the block! ■

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LADDER MITTS™

\$9.95 /pair
9091289

Color may vary

Fits the top of all aluminum extension ladders to prevent damage to wood, vinyl and aluminum siding—keeping your customers satisfied.

Made of a tough, flexible urethane compound, these ladder mitts come with a lifetime warranty against tears.

DURON

First Choice

*For quality
results and
faster
work flow,
Charlotte*

*Paint
Company
takes Duron
products to
the bank*

The city of Charlotte, N.C., is a thriving regional financial center—home to giants like First Union Bank and Bank of America, recognized leaders in the highly competitive banking industry.

As major employers with significant business presences, these two hometown rivals each cast a long shadow on the city. And, so do their respective office towers, with the Bank of America Corporate Center and One First Union Center the first and second largest buildings in town.

It's not surprising then that when First Union announced the construction of a new 32-story, 912,000 square-foot

office tower in the heart of the business district, the project got a lot of attention—from the bank's competitors, from the industry, from the media and from the city itself.

And, it's not surprising that when it came time to paint the new showplace, Three First Union Center, general contractors Batson-Cook Company and Shelco Inc., turned to highly regarded local painting contractor Charlotte Paint Company, and its brand of choice, Duron.

"We were very pleased to have gotten this job," said Charlotte Paint Company Project Manager Perry Readling,

for new **First Union Building**



who is leading the team on the building upfit package. “It’s a very big and high-profile project in this town.”

Readling believes that it was Charlotte Paint’s track record and size that led to its being chosen from among a large field of bidders, noting that the 25-year-old, 200-person company had recently finished painting the nearby Ericsson Stadium, home of the NFL’s Carolina Panthers.

“On a big project like this, they want to be sure that the

painting contractor can provide the manpower to do the job right, keep it moving and get it done on a timely basis. We’ve shown that we have that capability,” he explained.

Helping Charlotte Paint meet its customer’s needs for quality and timeliness is Duron Paint & Wallcoverings, which Readling chose from among the “five or so” paint brands that the architects had originally approved for the project. Readling’s team is using only premium products on the project—Duron’s Plastic Kote Interior Acrylic Eggshell for the walls, and EverLast Interior Oil Semi-Gloss for the trim.

“There’s no doubt that we get a little bit better coverage out of the Duron products—and that means fewer coats so the job goes faster,” Readling said. “Duron also provides an edge as far as touching up little spots of damage from construction or move-in. It blends in really well so you can’t see the touch-up. Duron products often save me from having to repaint a whole area all over again.”

But, according to Readling, it’s not only Duron’s products that help him keep the work moving.

“No other paint supplier gives me the level of service that Duron does,” he said. “Our rep, Mike Sellers, really takes care of us. He checks in personally to make sure we’re getting what we need. On a job this large and this visible, this level of support is especially valuable to me.”

Readling noted that there have been many occasions where Sellers has personally loaded up his truck and brought needed paint and supplies over to Readling’s work-site. “If our trucks are tied up or if we’re under the gun and we need it, he’ll bring it, and that’s a great help,” he said. “If I have to send a guy out driving around to go pick up paint, that’s a guy who’s not painting. And that can set us back.”

Also helpful is Duron’s fast and accurate color-matching capabilities. “I can ask for a color and then not worry about it—I know Mike and his people will get it done and get it done right,” Readling said. “Add to that their quality, and Duron becomes the first choice for us on a lot of our jobs.” ■

