

the Paint Dealer

October 2016 · Volume 25 · No. 10

The Voice of the Independent
Paint & Sundries Dealer



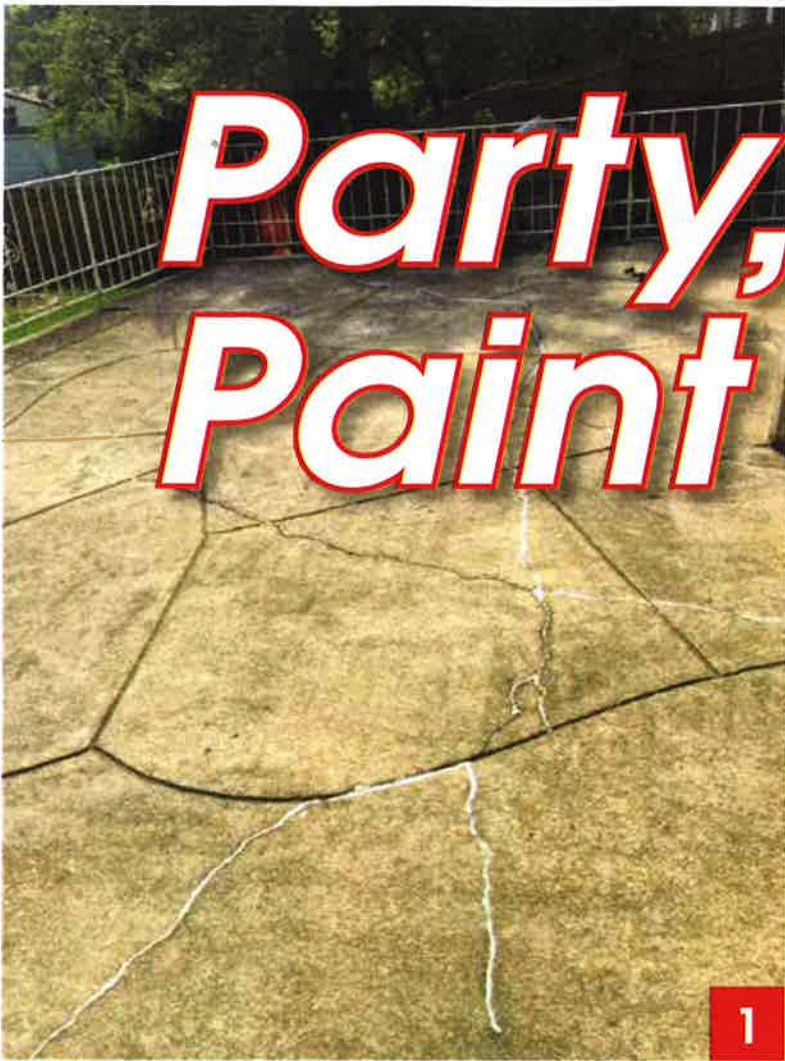
Easy Concrete Project

Also Inside:
Independent Only Brands
& COTM: Black

Party, then Paint

Concrete coating projects so easy even your customers can do them!

BY editor
JERRY RABUSHKA



Coating concrete. Many customers might not even realize such a dream is possible. They might just be resigned to living with their old, cracked, and discolored concrete. But that's what *you're* here for! Our sales rep Sue Oden had just moved into a new place, right ahead of several feet of water that took occupancy in her previous West Alton, MO dwelling. Through her many years at *The Paint Dealer*, she realized she didn't have to sit out on a dirty and cracked concrete patio. We contacted Nationwide Protective Coatings for a solution, and they sent us some products to get this project going. After a weekend BBQ party, it was time to get to work.

Take a look at all the products used for this simple project to help make sure your customer has the right mix to make quick and easy work of it.

Photo 1: Sue's deck was grimy, dirty, and yucky. Before we could do anything, we needed to clean off the concrete. Some of your customers might not even know what color their concrete was originally, but a good pressure washing can remind them.

Photo 2: *The Paint Dealer's* publisher Hans Mugler brought out our Briggs and Stratton Pro-Series 3600. It's easy to use for a pro or a DIYer, and it gets the job done. "The commercial-grade Vanguard™ engine and heavy-duty components are built to perform at high levels day in and day out," says the company.



Sue told us that after Hans cleaned off the concrete, she pressure washed the whole house herself. "Real easy to use!" she said.

Photo 3: It's never too late to put on a pair of noise-reducing headphones such as the 3M Professional Earmuff. If you're doing a big pressure-washing job, these will help keep the engine noise at bay.

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Photo 4: Since the original caulk was coming up out of the cracks in the concrete, we needed to take that up and put in some new. Nationwide Protective Coatings send us Stukkopatch, a multi-purpose repair and patching compound and sealant designed for virtually any substrate.

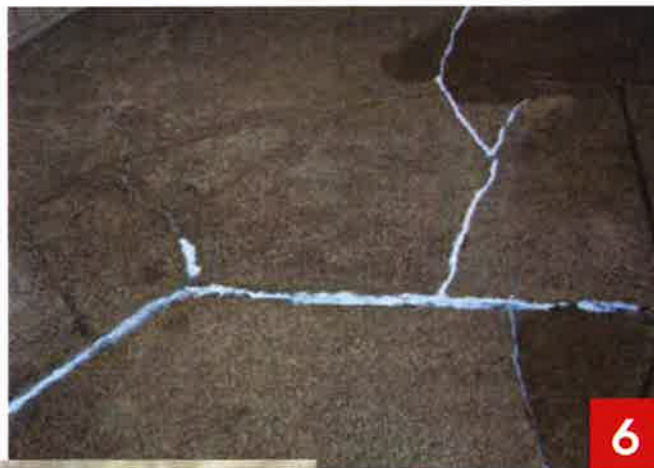
“It dries to a tough, yet flexible sealant with minimal shrinkage,” the company describes. “It’s designed to repair, patch and protect any irregularities, chips, or cracks on stucco and other interior and exterior surfaces such as walls, floors—virtually any substrate, horizontal or vertical.” Use it on a variety of surfaces: stucco, Portland cement, block, brick, concrete, wood, metal and most other surfaces. Creative folks can use it to create decorative yet highly durable interior finishes over drywall, plaster, walls, ceilings and pillars.

Photo 5: This product can be applied using a standard caulk gun, so Sue brought out her very own Dripless ETS 2000. Last month, if you remember, we razed our sales rep Melissa Biegener for coming late to the party with *her* own ETS. And, as always, this popular product walked off with someone and we haven’t seen it since. Her husband bought a cheap big box brand as a temporary replacement, she reported.

During her next home project, caulk dripped and ran all over the place and she had a big mess. She’s getting another Dripless as soon as she can! Bet it’ll be a lot harder to get her to bring one to work next time.

Photo 6: The concrete, now washed and filled, is ready for the next step.

Photo 7: Time to tape off, so we brought out our roll of 3M’s ScotchBlue exterior painter’s tape, which as you can see, is labeled in Spanish as well. “The waterproof backing and strong adhesive hold fast to exterior surfaces in all kinds of challenging weather. Yet the tape lifts cleanly up to seven days after application, leaving no residue behind and never



slivering or tearing,” says the company.

Photos 8 and 9: We didn’t want to get the coating on the siding—particularly since Sue’s renting!—so we made sure to tape off any surfaces that might come into contact with it. The 3M product is easy to unroll, and because it’s designed for exterior surfaces, stays where you put it. Here, her son Sawyer gets the taping honors.

Photo 10: (Photos continue on next page.) Now, it’s time to get our bucket of Deck Guardian from Nationwide Protective Coatings. “Deck Guardian™ is an elastomeric waterproofing acrylic, insulating ceramic, high build, wood and concrete deck-over coating,” the company describes. “It is a high technology waterborne formulation of elastomeric and 100% acrylic resin, resulting in a flexible, yet tough and durable, aesthetically pleasing deck surface. It can expand and contract with porous wood, yet is durable and hard enough to accommodate deck traffic.”

Concrete coatings have been around for quite awhile, but a lot of your customers might not be aware, or might not know how easy they can be to apply. We figure if we can do it, they can do it. And we did it! If a customer is painting their home exterior, make sure to ask about concrete. They might surprise you and buy!

Photo 11: Time to stir, and of course for that, we went to our huge supply of paddles from American Paint Paddle. Remember, you can get your own logo and memorable tag line on these giveaway items.

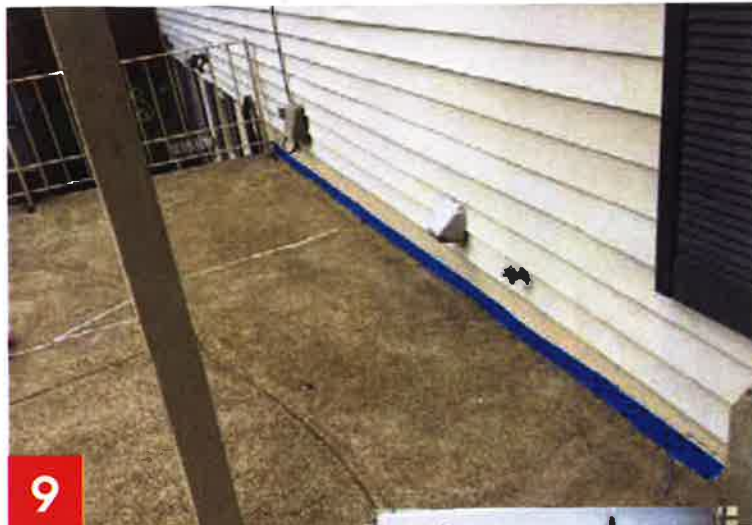
Photo 12: Time to put on the coating; getting the paint to the substrate is a lot more than just pouring it out on the deck and sloshing it around, so we had several products to help. We went into our box of products sent to us last month by Premier Paint Roller and bought out three important items. Our brush is a 2.5" Professional Quality, 100% Solid Tapered Polyester/Nylon Blend. Made

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for use with all paints, it laid off this coating in places our roller couldn't reach.

We rolled with a Kodawool 9" roller with a 1¼" nap. On this concrete surface a thick nap was a must, and this roller is labeled for use on rough surfaces. The roller is epoxy bonded to a solvent resistant polypropylene core, designed for interior or exterior use. The roller cage was a Premier Roller Z-Pro brand Blue Tiger™. This no-slip frame has a unique retaining spring to securely hold the roller in place. A great applicator trio for your clients!

Photos 13 and 14: These sundries from T.S. Simms will make you the talk of the town! For one, the roller tray (13) is heavy duty and won't spill. It holds a lot of paint, and the company's Tray Arm (14) attaches to it so you can pick it up and move it without having to bend over 1,576 times a day. Simms' Everlok



extension poles are much lighter than any pole we've ever encountered, yet strong and sturdy and easy to adjust. They are available in several sizes. Of course they help for painting high up, but remind customers that they'll appreciate the leverage and comfort



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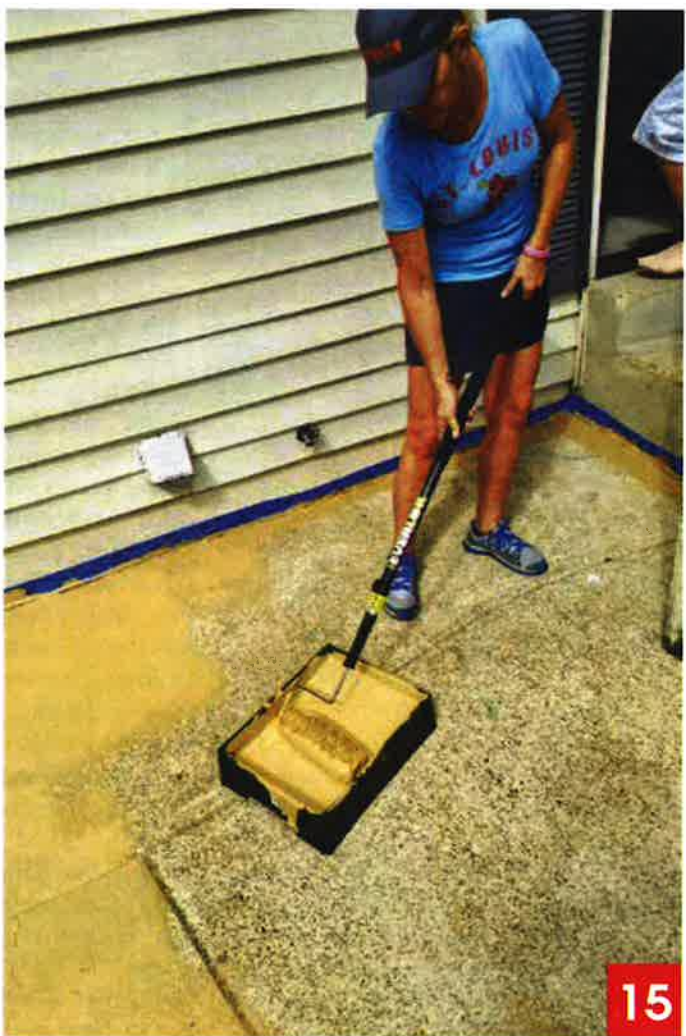
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when coating a surface beneath them, or even at their level.

Photo 15: Action! Sue uses her T.S. Simms Pole and Tray to dip her Kodawool roller and her Blue Tiger frame into the Deck

Guardian. See how many different products combine for one simple dip!

Photo 16: (Photo on next page.) Now we start painting. This is the easy part—most of the job is prep, but as we've been saying since February, 1992, you don't get a good paint job without good prep. Sue and Sawyer put the first coat of Deck Guardian on the 18' x 24' deck in less than an hour, she reported. The product applied just like any other paint. The ScotchBlue Exterior tape was in place while they painted the edges of the deck with the



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Premier solid tapered brush. It's nice to take for granted that an exterior tape stays in place and that the brush will do its job.

Photo 17: After this first coat, they waited four hours to apply a second, which took about a half hour. Sue was impressed how Deck Guardian covered evenly, including the caulk,

which didn't bleed through after it dried. Plus no streak marks!

Photo 18: The deck is coated and ready for some furniture. Sue used a slightly darker color of Deck Guardian to fill in the cracks in the stamped concrete, just for a highlight.

Photo 19: The finished deck, set up and ready to go. This being October and this being St. Louis, we weren't guaranteed a sunny day for photography, but no matter the weather, it's a much more enjoyable hangout than it used to be. After this? Another BBQ party, of course, and no one has to be afraid they'll be asked to help paint! **TPD**

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U.S. Utility Patent # 8,272,542 & U.S. Design Pat. # D592,953



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FEATURED MANUFACTURERS

- 3M.....3m.com; scotchblue.com
- American Paint Paddle.....americanpaintpaddle.com
- Briggs & Stratton.....briggsandstratton.com
- Dripless.....dripless.com
- Nationwide Protective Coatings.....nationwidecoatings.com
- Premier Paint Roller/Z-Pro.....premierpaintroller.com
- T.S. Simms.....tssimms.com

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