

The magazine for paint professionals

# PQI

Magazine

Latest Color Trends

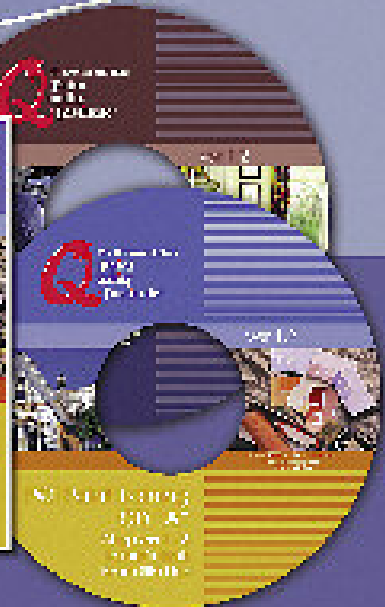
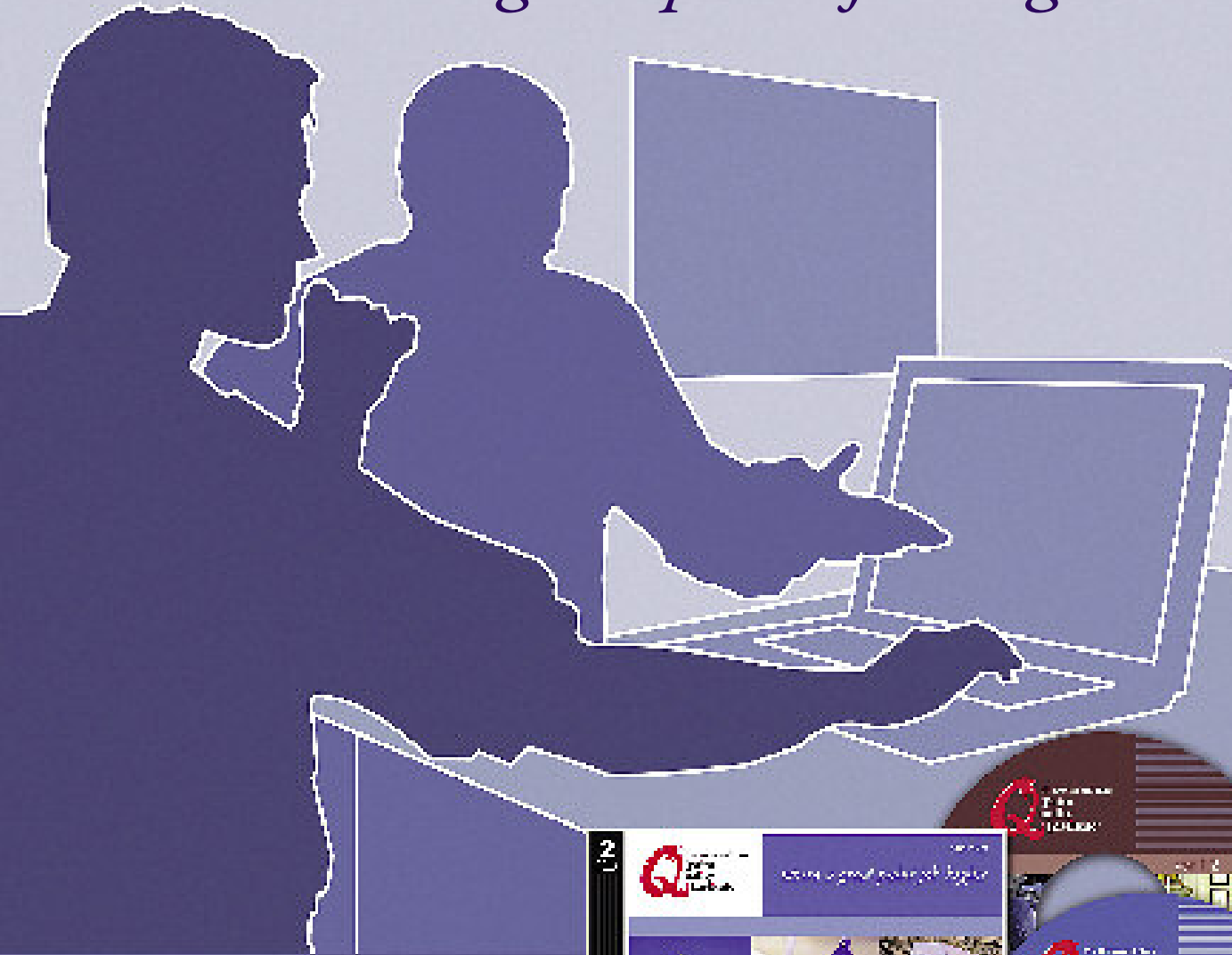
Surface Preparation Success

Touch-Up Tips

Spring 2006 | \$3.00 U.S.

[www.paintquality.com](http://www.paintquality.com)

# Where a great paint job begins



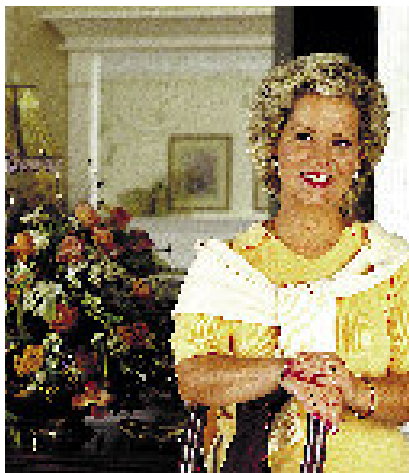
The Rohm and Haas Paint Quality Institute is pleased to announce a new training program designed for the paint professional, including those in sales and manufacturing, as well as painting contractors and the specifier community.

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 the online store of our website and select "View a Demo" within the product description.

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, visit the online store at [www.paintquality.com](http://www.paintquality.com)

# Editor's note



At the Paint Quality Institute, we have long provided advice on getting a high quality, long lasting paint job by using only top quality coatings and quality tools and accessories. But even if you're using the best coatings and tools, how do you create a perfect finish? That's a subject we address in this issue.

When creating his masterpieces, Michelangelo took great pains to select only the soundest marble so that his work would last. In a similar vein, professional and D-I-Y painters should begin to paint only after ensuring the surface to be painted is sound and properly prepared. We provide some tips in "Surface Preparation: 5 Steps to Success."

Even with good surface preparation, a wall or woodwork may still be less than perfect. What to do in that case? Our article on sheen selection offers advice.

Even a great artist such as Michelangelo needed to go back over his work to ensure perfection. So it isn't surprising that careful touch-up is key to getting a perfect paint job. The article entitled "The Finishing Touch-Up" provides details.

Good surface preparation and good touch-up are especially important to some of the perennial spring painting projects like deck painting. Inside, we describe how to get great results when doing this project.

True perfection is an ideal that may or may not be attainable. But the more perfect a paint job becomes, the more satisfaction, enjoyment and performance it will provide. And those are benefits that make the goal worth striving for.

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

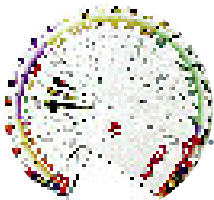
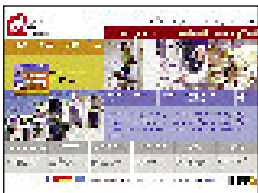
Debbie Zimmer  
Editor

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# WHAT'S NEW ON THE WEB



Thanks to PQI's comprehensive website, [www.paintquality.com](http://www.paintquality.com), you can have the latest paint industry news, tips and information right at your fingertips.

If you haven't visited our [website](#) recently, stop by to check out:

The updated PQI Store features educational items such as color wheels, the [Decorating with Color pocket fan deck](#), and the extensive PQI Training 2-CD set. You can also purchase the Remedies for Common Paint Problems fan deck, now available in both English and Spanish.

Instant access to [information sheets that you can download](#) and print right in your store. These make great countertop displays, or customer giveaways to help with their specific questions or projects. You can also check out our digital color wheel in the Design Center section!

Free [newsletters](#) – Visit the DIY and Contractor pages to sign up. Each month, you will get the latest paint trends, news, tips and ideas delivered right to your inbox. You can even encourage your customers to sign up, too!

There's much more to see at [www.paintquality.com](http://www.paintquality.com), so be sure to visit soon for even more news, products and tips from the experts at PQI.

For more news from [www.paintquality.com](http://www.paintquality.com), turn to page 13. ❖

# SHEDDING LIGHT ON SHEEN

Flat paints are not the only option for a less-than-perfect wall surface. Here's how to achieve a quality finish when using eggshell or satin paint:

- 1 Prepare the surface to remove flaws. Remove all dirt, and sand any glossy spots with fine grit sandpaper.
- 2 Use a top quality primer. A tinted primer helps in improving the hiding characteristics of deeper-hued paints. Wall primers help with hiding and sheen uniformity, and all-surface "universal" primers also provide stain blocking and maximum adhesion.
- 3 Use top quality brushes and rollers, and use them to apply a thick, smooth coat. Keep the roller full, use vertical strokes and do not spread the paint too thin.
- 4 Use the best quality paint. Top quality paints go on thicker, shrink less upon drying, and flow out better, which ensures even application. They also have higher quantities of "hiding" pigments.

For more information on selecting the right sheen level for the job, and tips on achieving the perfect paint job, point your customers to [www.paintquality.com](http://www.paintquality.com) for quick, expert advice. ❖

# SURFACE PREPARATION

## 5 STEPS TO SUCCESS

### PREPARE TO PREP

Before beginning any surface preparation, your customer should spend some time preparing the room. This includes removing fragile items, and putting down drop cloths: for floors, heavy-duty cotton drop cloths are slip-resistant and absorbent; light-weight plastic “drops” are good for covering furniture. Remind them to remove light switch and outlet faceplates – these often get overlooked. Setting up plenty of lighting for surface preparation and painting will be helpful for achieving a perfectly uniform appearance.



### REPAIR

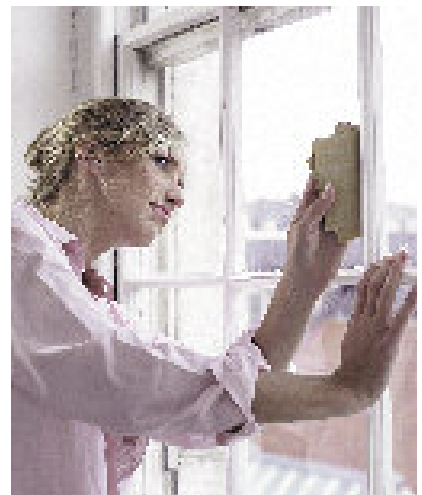
Now is the time to examine the walls for flaws such as cracks, holes, and open or uneven joints in woodwork. Depending on the flaw, recommend the appropriate material for repairs: caulk, drywall compound, patching plaster, wood filler or spackling paste. Be sure to recommend the appropriate grit sandpaper to be used to even out the repair after it has dried. This will ensure a smooth, even surface for painting. Suggest medium grit (#100) for initial sanding, and fine grit (#180 or #220) for final sanding.



### MAKE A SOUND SURFACE

Suggest a scraper to remove loose, peeling paint, and sandpaper to even out the surface. Glossy surfaces should be dulled by using fine grit sandpaper. Treat any mildew with a 3:1 mixture of water and household bleach, and rinse. Scrub off all dirt, dust, and scrapings with a detergent solution, and rinse thoroughly.

**CAUTION:** If your customer thinks the old paint may contain lead, recommend that they consult the EPA for guidance – call 1-800-424-LEAD; or visit [www.epa.gov/lead](http://www.epa.gov/lead)



## SAFETY FIRST

Always recommend the proper safety equipment for the job, and consider featuring the following items in their own, prominent in-store display:

- ❖ Safety Goggles – Protects eyes when handling acid, bleach or harsh chemicals, and can also prevent dust or paint particles from irritating the eye during sanding or scraping.
- ❖ Vapor Respirator – Prevents inhalation of paint particles and fumes.
- ❖ Dust Mask – Keeps paint and dust from getting into the nose or mouth during sanding.
- ❖ Gloves – Cloth gloves protect against splinters, cuts and blisters when scraping, wire-brushing or sanding. Recommend rubber gloves when working

with any bleach solution, paint removers, acids, paint thinner or mineral spirits.

Finally, remind your customer of good ladder safety practices. Ladders should always be clean, in good condition and set up with solid footing. Everyone should stay off the top three steps of an extension ladder, and the top two steps of a stepladder. ❖

### TAPE

Painters using masking tape guarantees a clean line between the wall and ceiling or trim. It can also be used when painting windows to keep paint off the glass. The tape should be pressed down thoroughly with the thumb to keep paint from seeping under it. Masking tape tends to stick more the longer it is left on the surface, and should be removed as soon as the new paint is dry. Painters tape is preferred because it has less tack than regular masking tape, and is less likely to pull up paint when it is removed.

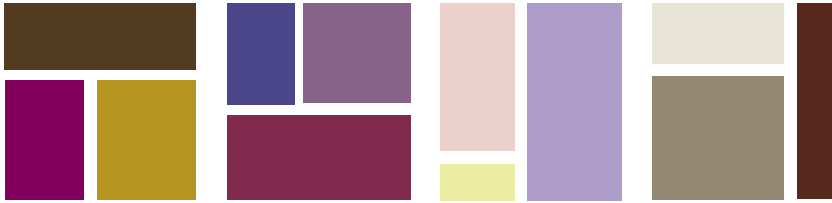
### PRIME

The value and importance of using a primer is often overlooked. All unpainted surfaces should be primed before painting, but even a “repaint” project will benefit from the use of a quality primer. Latex wall primers help ensure uniformity of sheen and hiding. In addition to sheen uniformity, stain-blocking primers provide excellent adhesion to all surfaces while keeping stains from coming through the paint from the surface underneath.

### A word about wallpaper:

It is best to remove wallpaper prior to painting. However, it is often possible to paint over it, provided that it is in good condition. Your customer should use a quality stain-blocking primer to seal the ink or dye in the paper. It is best to test the intended primer and paint in a hidden area before proceeding with the job. When removing wallpaper, remind your customer that all the paste and sizing must be removed and the walls thoroughly cleaned, sanded, and dusted prior to priming and painting. ❖





# COLOR TRENDS

2006



Fashion may be fickle, but it has nothing on the ever-changing world of home décor. While many of last year's color preferences are still enjoying some popularity, trend-conscious homeowners are already interested in the latest paint color palettes, and new ways to use them. Here are some of the upcoming trends for 2006, according to the color and decorating experts at PQI:

## EXOTIC ENHANCEMENTS

Perhaps the most-talked-about trend for 2006 is the use of travel-inspired colors to decorate the home. Some consumers are starting to suffer from "bright color fatigue," and now favor richer, deeper hues that evoke thoughts of far-off destinations. Colors that are key to this trend include rich red-purples, deep browns and dark yellows, as well as ebony and ivory accents.

Because these colors can be very bold and often will appear brighter on the wall, you may want to recom-

mend that your customers test the color in a small area before painting the whole room. If they are still in doubt, recommend a slightly lighter tint of the same hue, or that they use the bold color only on an accent wall.

## MINERAL, SPIRITS!

If your customer would like to add color to his or her home, but isn't quite ready for the vivid hues of the Exotic Enhancements palette, then the Mineral, Spirits! hues may be the best choice. Drawing inspiration from lush forest landscapes, these

earth tones have more "pop" and are a bit brighter than in previous years. Dusky shades of blue and lavender, as well as rosy browns, echo colors found in nature.

## SOULFUL SERENITY

While the spa-inspired trend of 2005 continues to be a hit with homeowners looking to create relaxing retreats in their own homes, the color schemes are now moving beyond the traditional blue and white. For customers who would like to try something new, recom-





mend that they consider using true pastels, such as soft pink, buttercup yellow and misty lavender.

#### SKINTONE NEUTRALS

The exotic color trend finds its balance in another palette, Skintone Neutrals, which includes a wide spectrum of flesh-toned hues. These colors include the fairest ivory tones and deeper shades of chocolate – and everything in between!

Applied on their own, these hues appear particularly fresh when used

in an open floor plan. But they also serve as an ideal backdrop for a brighter, bolder accent wall or home furnishings.

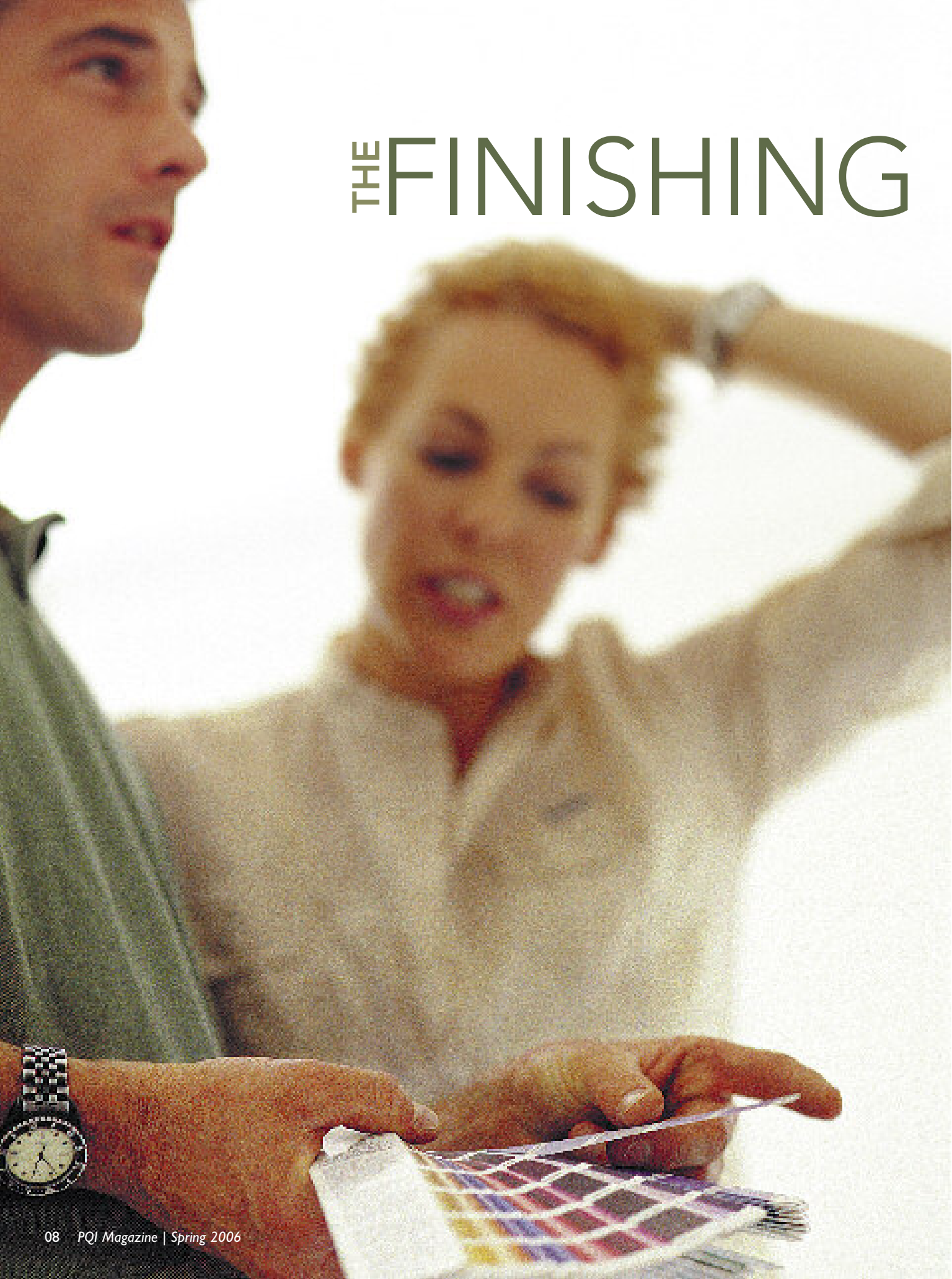
#### A TREND THAT'S LOOKING UP

One trend gaining in popularity is including the ceiling when painting a room. The “fifth wall” is no longer just a domain for flat white paint. Today’s savvy homeowners are bringing them to life with color, decorative techniques and imaginative color schemes.

#### ALSO ON THE HORIZON ...

- ❖ Incorporating texture through 3-D appliques, textured paint and textured wallpaper designed to be painted.
- ❖ Use of higher sheen paints in unconventional areas, such as ceilings and walls.
- ❖ Use of metallic paint accents to add an unexpected bit of gleam to a room. ❖

# THE FINISHING



# TOUCH-UP

It can happen to the best paint jobs – A MARK, A NICK, A SCRAPE. Just like that, your customer's perfect paint job is ruined.

Your most experienced DIY customers probably keep a stash of their interior latex paint for just such purposes. But even if they have kept the paint properly stored, they still may not achieve a perfect appearance from their touch-up application.

However, there are some tips you can pass along that will help them achieve the best possible touch-up application.

In general, there are three main considerations in touch-up applications. They are:

## COLOR

The paint color must be an exact match.

## SHEEN

The sheen level should be uniform.

## PROFILE

The re-applied paint should not be raised above the original painted surface.

Make sure your customer's expectations are realistic. Subtle differences in appearance that normally would never be noticed become obvious when the paint is applied as a touch-up. Success is most likely if the customer uses the same container of paint as originally used. But even if the area is repainted using the original paint, it still may not match exactly. Sun exposure may have caused the wall to fade slightly, or the stored paint may have drifted a bit

from its original color or sheen characteristics. The existing surface may have a slightly lower sheen than the touch-up. And keep in mind that if a customer brings in a sample of paint to match, it will be almost impossible to get color and sheen close enough for touch-up purposes. All of this means that the end result may be a very noticeable "spot" where the touch-up was done. For best results, suggest they redo the entire area with fresh paint.

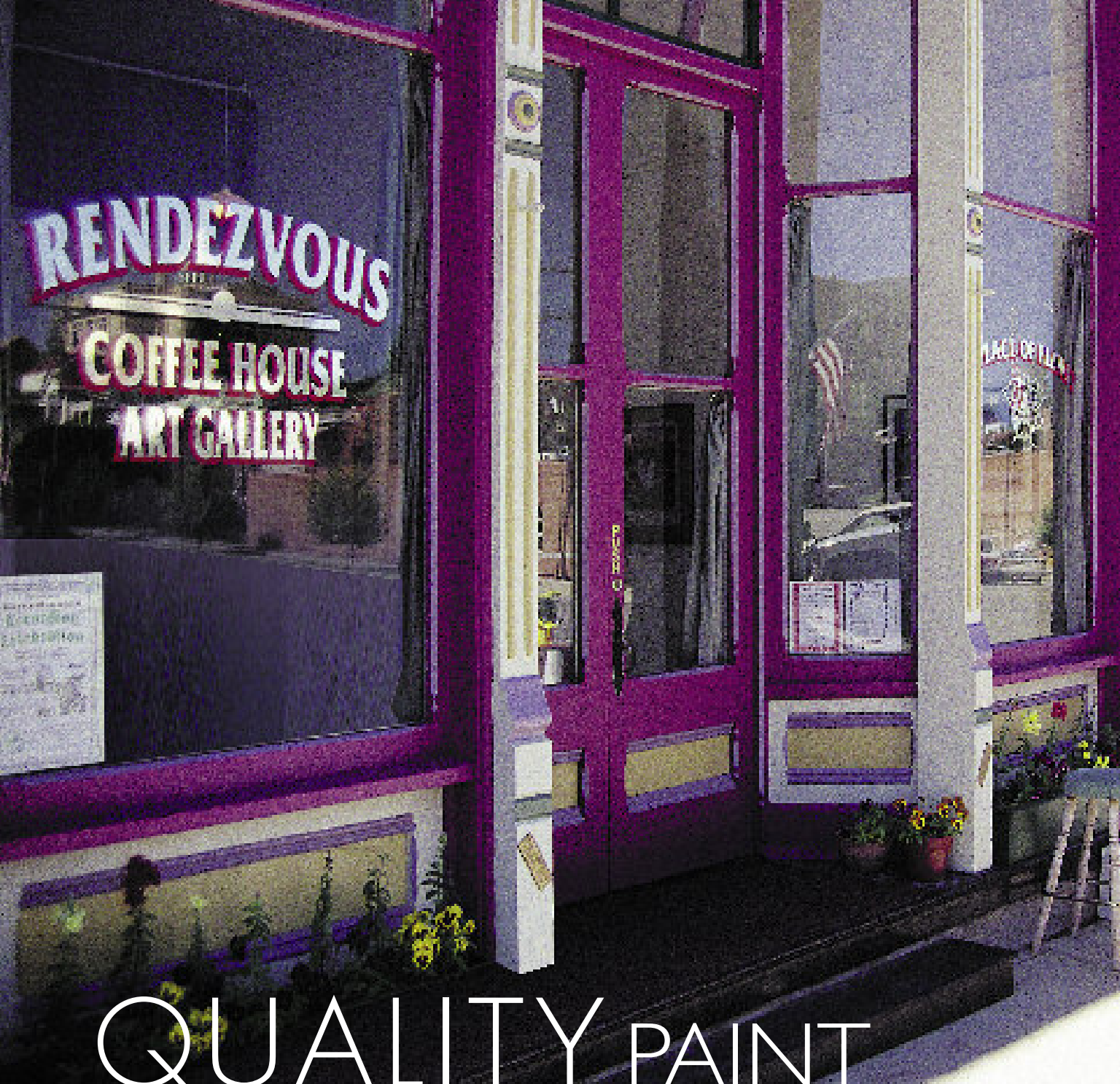
If your customer still prefers to do a spot touch-up, you can give them some helpful tips and advice. Prior to repairing the surface and touching up the paint job, your customer should

think back to how the original paint was applied. In general, it is best to touch up the paint under the same conditions and with the same tools as it was originally applied. This will aid film formation and help ensure a uniform appearance between the original surface and the touched up area.

Your customer should apply the touch-up sparingly, in thin, even layers. The paint should be dabbed on with a light touch, and feathered out at the edges for an even finish. A 1-inch foam brush can be helpful for this.

These guidelines will help your customer in understanding the challenges of paint touch-up, and help lead to having a satisfied customer. ♦





# QUALITY PAINT IS GOOD BUSINESS

Your DIY customers are not the only ones who take pride in a perfect paint job. Business owners also want their location to project a positive image for their company.

# W

hile some of your cost-conscious customers may be tempted to spend less on an ordinary grade of paint, it is in everyone's best interest to select a top quality paint for this type of application. You will increase your bottom line, and your customer may end up saving hundreds of dollars in maintenance and repair costs over the life of the paint job.

### Quality Counts

To convince your customers that it is worth buying the best quality paint, you will need to demonstrate the difference between it and ordinary grades of paint.

A few key benefits to mention are superior:

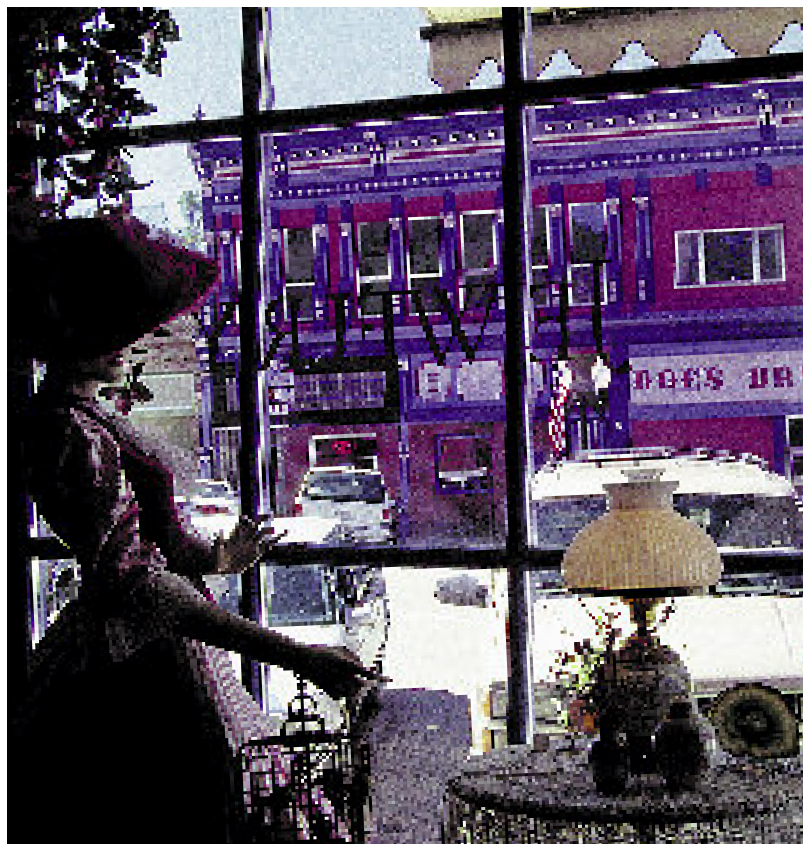
- ❖ Adhesion
- ❖ Chalk resistance
- ❖ Dirt resistance
- ❖ Mildew resistance
- ❖ Durability

Once you have convinced your customer that it pays to specify top quality paint, make sure that he or she orders enough paint for the job. The benefits of using a top quality coating will severely diminish if the paint is not applied at the proper spread rate or is diluted with water or another substance. It is much

more expensive to correct a failing paint job than it is to do the job right the first time.

Still having trouble convincing your customer that quality pays? You can find printable sheets that illustrate

quality paint performance benefits in the Quality Paint section at [www.paintquality.com](http://www.paintquality.com). And show your business owner customers that it is "good business" to use top quality paints! ❖



## SPECIAL RULES FOR INDUSTRIAL APPLICATIONS

No two industrial applications are alike, but all require a special set of knowledge. To assist in these challenging applications, PQI has created a comprehensive website, [www.industrialpaintquality.com](http://www.industrialpaintquality.com).

The site offers the latest information on using waterborne acrylics for industrial maintenance applications, including direct-to-metal projects. Visitors to the site can start by learning about the benefits of 100% acrylic paints for maintenance applications, how VOC regulations are changing, and other tips. Visitors can also sign up to be notified of any PQI-sponsored conferences and online chats. ❖



# SPRUCING UP WOODEN DECKS

Wooden decks present formidable challenges for any coating. With their face-up exposure and heavy foot traffic, decks require careful surface preparation and the highest quality coatings to get a superior finish.

## NEW WOOD

- ❖ With treated lumber, allow a few weeks after construction for wood to dry and to improve penetration before applying coating
- ❖ Dull shiny areas with medium grit #120 sandpaper
- ❖ Treat any mildew with a 3:1 water/bleach solution; rinse thoroughly after 20 minutes

## STAINED OR PAINTED WOOD

- ❖ Remove loose stain or paint by scraping or careful power-washing
- ❖ Feather-sand rough edges
- ❖ Sand any glossy stain/paint with fine #220 grit garnet paper
- ❖ Treat mildew with a 3:1 water/bleach solution for 20 minutes, and rinse
- ❖ Remove dirt, dust, and treated mildew with detergent and water, followed by a thorough rinsing, or by careful powerwashing

## EXPOSED, WEATHERED WOOD

- ❖ Refresh surface by sanding or power-washing with plain water, or use a commercial deck treatment
- ❖ Dull shiny areas and remove mildew; rinse

## STAINS AND COATINGS TIPS

- ❖ A semitransparent stain helps protect the wood without hiding its grain or texture. This type of stain often needs to be re-applied every 12 - 18 months to maintain appearance and protection
- ❖ An opaque or "solid color" stain shows texture but not grain and holds up longer than a semitransparent stain. These products are generally re-applied every 3 - 5 years
- ❖ A quality exterior porch and deck paint or enamel will last longer yet, but may require a coat of primer for best results

**Tip:** In recoat situations, use a top quality exterior latex coating over either a latex or oil-based coating, but do not apply an oil-based coating over a latex coating. Serious cracking of the oil-based product may result. ❖

## COMPOSITE OR WOOD-REPLACEMENT DECKS

These materials are promoted as being maintenance-free, but painting or staining can be done to change the color and refresh appearance. Use a product recommended by the manufacturer for use on composite decking. Here's how:

- ❖ Treat mildew with a 3:1 water:bleach solution
- ❖ Remove gloss by lightly sanding with very fine #220 sandpaper
- ❖ Remove dirt, mildew and dust by washing with detergent solution and rinsing
- ❖ If painting, first prime with a quality exterior latex stain-blocking primer recommended for use on plastic materials
- ❖ Apply a quality latex floor and deck paint in a satin or semigloss finish or a quality acrylic latex solid color deck stain recommended for this type decking
- ❖ Because they may not penetrate uniformly, application of an oil-based semitransparent stain may result in an uneven appearance. Your customer should test the stain in a small area before using it on the entire deck

## DO YOU KNOW ?

Do your customers often ask some tough questions? Here are a few PQI has heard, along with ways to answer them. You can browse hundreds more in the FAQ section of our website.

**Q:** I understand that I shouldn't apply exterior oil-based paint over latex paint. Why exactly is this?

**A:** Oil-based and alkyd paints tend to gradually harden as they weather. When applied over a relatively soft surface, such as latex paint, the oil-based material may crack.

**Q:** What could cause shiny spots in exterior flat paint? I did good surface preparation.

**A:** This sounds like surfactant leaching, which sometimes happens with exterior latex paints if the drying conditions are cool and damp. In general, it will disappear in a month or two.

**Q:** I painted an older home with plaster walls that have been painted many times. The walls had fine cracks everywhere. I thoroughly cleaned and rinsed the surface, and primed and painted. At first, the paint job looked perfect, but the cracks have now reappeared. What happened?

**A:** The new paint is probably not adequately bridging or filling the original cracks. Even though the fresh paint may appear to be uniform, it will gradually shrink as the last of the water and co-solvents leave the paint. This allows contraction away from the original cracks. One solution is to fill the cracks with plaster or drywall compound prior to priming. ❖

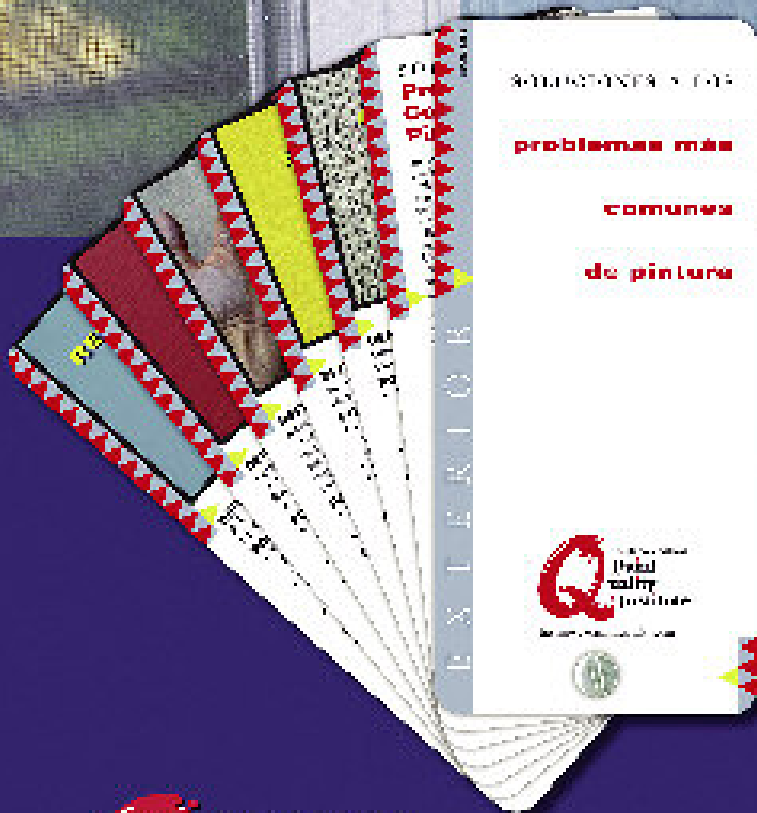
### Another Advantage of Quality Paint SPATTER RESISTANCE

Help your customers solve the annoying spatter problem with top quality interior latex paint. Thanks to special additives called rheology modifiers, top quality interior latex paint is thicker and more cohesive, meaning no more marred floors, dappled furniture or speckled eye-glasses. This saves cleanup time at the end of a painting job – and means less aggravation for the painter. ❖



**¿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](http://www.paintquality.com)