

THE SPEC SHEET

Volume 4, Issue 1

February 2006

It's Not Easy Being Green

Saving the environment without destroying the bottom line.

What is it that drives paint and coatings manufacturers to improve products? The reasons, inspirations and legislation that contribute to modern advances are likely influenced by the increasing awareness of environmental responsibility.

Two groups that are leading the charge to regulate the construction industry and save the environment are LEED and the EPA. LEED or the **U.S. Green Building Council's Leadership in Energy and Environmental Design**. LEED is a U.S. association whose mission it is to promote "Green" or "sustainable" buildings. LEED encourages the building industry to employ practices that use resources like water, energy, and land more efficiently. The second group is the Environmental Protection Agency (EPA). The EPA dictates regulations regarding VOC emissions. **VOCs or volatile organic compounds** are chemicals released into the environment as paint dries. Studies conducted by the EPA show that when VOCs evaporate, they contribute to smog, ozone depletion, "new paint smell," and can be potentially harmful to people with allergies and other respiratory conditions.

Watching out for the environment is complicated. Product manufacturers spend millions each year to address environmental issues. So when a manufacturer considers new products, how does the consumer demand for quality and low cost products, weigh in versus environmental impact? How do they meet the need for high quality, durable and low cost solutions, while also saving the environment?

Here are two companies that tackle this dilemma by being able to address both issues at the same time; ProCoat Products, Inc. and industry giant, Sherwin-Williams Company.

According to ProCoat President, Ken Wolf, it was a combination of factors that created the demand for their product **ProCoustic**, a specialty coating designed to restore structurally sound ceiling surfaces. Wolf states, "Our ceiling restoration product provides LEED credits. It also creates better acoustics, is *Class A* fire retardant, and provides greater (LRV) Light Reflectance Value. Nevertheless, the primary factor that drives product sales is the consumer's need for cost savings."

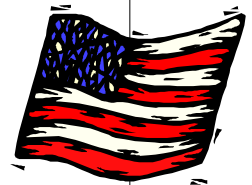
This is not to downplay the importance of this solution in the fight to save our environment.. Rick Ploss, Director of Operations at ProCoat, adds, "Businesses such as restaurants and retail are constantly fighting the numbers. How to do more with less. ProCoustic is extremely cost effective. We are also very proud of its contribution to the environmental cause. To date, ProCoustic, has been applied to over 500 million sq. ft. of acoustic ceilings. That equates to about 100,000 tons of acoustic ceiling materials, which has *not* been disposed of into landfills across the U.S."

Another company leading the charge for a greener world is Sherwin-Williams, the nation's largest, single source supplier of quality paints and coatings. Last April, the U.S. General Services Administration recognized Sherwin-Williams as the *Most Environmentally Friendly Contractor* for its research and development of products that meet or exceed environmental standards. The award recognized Sherwin-Williams development of durable products that reduce waste and chemicals that are released into the environment, have zero or low VOCs,

low odor, anti-microbial properties and are silica-free. When considering the environment this is impressive enough. However it also serves the consumer when trying to keep costs down. In the past, repainting the interior of a restaurant required closing its doors to customers. Nothing kills an appetite faster than the smell of paint. By choosing low odor paints with little or no VOCs, a restaurant is able to resume normal activities more quickly after restoration. With any business able to accept occupants immediately after painting, loss of revenue is eliminated. Harmony Interior Latex paint is a perfect example of a product that is both environmentally friendly and cost effective. Harmony coatings are designed with anti-microbial properties, zero-VOC, low odor and are silica-free, eliminating the "new paint" smell associated with most interior coatings. Any business looking to reduce or eliminate the downtime associated with a typical restoration project is able to benefit from this product. Another interior Sherwin-Williams product, Duration Home also delivers a great washable finish, in addition to low odor. This is an added benefit for any interior where a washable finish means walls need to be painted less often.

As for the future of the paint and coatings industry, companies like ProCoat, Inc. and Sherwin-Williams will continue to focus on the environment to help lead new product development. However, the new products that will be most successful will balance consumer demands for cost savings and durability with the impact the products have on the environment

Rick Ploss adds, "What it really comes down to is two things: Money and the environment. How to stretch the dollar and how to avoid destroying the environment while trying to build".



Inside this issue:

J.Crew letter	2
PREPRITE shellac	2
Customer News	2



An Association Representing Retail Facilities Maintenance
Allied Member



Paint & Product News

PREPRITE® by Sherwin-Williams

Primer is like insurance: It seals any well-prepared surface, leaving a solid base ready for painting. Primers can also hide imperfections in porous surfaces like new wallboard, patched drywall, wood, masonry, concrete or metal. It is very important though, to make sure that the primer is made for the surface you're covering.

With more than 20 different primers specifically formulated for every interior or exterior substrate condition and desired result, the Sherwin-Williams PREP RITE® System makes it easy to choose the right primer for every job.



A new product to the PREPRITE family is PREPRITE White Pigmented Shellac. This primer provides excellent primer coverage and prepares surfaces for an outstanding finish. PREPRITE is designed to be an application for surfaces afflicted with stubborn stains, soot, odors and water associated with fire damage.

The many advantages of this product to the professional painter include:

- Low VOCs
- Delivery of high spread rate
- Dry in less than 30 minutes
- Adhere to most surfaces
- Tannin seal from knots
- Optimal coverage at lower spray pressures
- Hides stains and odors associated with fire damage.

ISP attended SPECS 2006, a conference and expo sponsored by Chain Store Age.

Thanks to everyone who contributed to the great success of the show!

CUSTOMER NEWS- *We couldn't do it without you!*

2006 has arrived with the same busy intensity as 2005 departed with and ISP continues to enjoy our customer partnerships. Thank you to all that trusted ISP with your business in 2005 and Thank you to the continued reward of your business in 2006.

In a pleasant repeating theme from 2005, J.Crew stores has played a big part in keeping ISP on its toes. 122 stores were painted since November '05. Thank you to our friends at J. Crew.



Thank you to Pro-Coat, Inc. for their continued partnership. Being contracted to restore the ceilings in the Hilton Casino in Las Vegas was challenging and exciting work. Thank you to the continued support of our valued customers, Burger King, Darden Foods, After

Hours, Guess? and GAP, Inc. ISP looks forward to continuing to provide quality services to each of you through the new year and beyond.

Welcome to the ISP family!

Contributing to the growth and success of ISP are new customers, Cash America, Speedway and Harold's. We appreciate your trust in us and look forward to working hard to prove our dedication to the services and quality we provide.

Last, but by all means, not least.

Thank you to all our painting partners across the U.S. who work long hours and travel far from their families for ISP. Your dedication and professionalism does not go unnoticed.

ISP Partner Conference

February marked the successful annual ISP Strategic Vendor conference in Chicago. Thank you to all our attendees who traveled from every part of the nation to participate.

The agenda included:

- Demonstration of new ISP online extranet project tracking and calendar system.
- New products presentation by Cesar Aquino of Sherwin-Williams
- Lifetime Fitness provided attendees tools and options for a healthier 2006.
- Joseph Szbody of Signature Tech Studios presented contractors with the opportunity to streamline and automate their business through an custom online solution.
- A look into the bright future of ISP growth.

ATTENDEES:

- | | |
|---------------------------|-----------------------------|
| Cesar Aquino | Sherwin-Williams |
| Joseph Donohue | James River Painting Co. |
| Steve Ezzell | Ideal Painting Inc. |
| Patrick Hutton | Patrick Hutton Painting Inc |
| James McClusky | Empire Painting Co. Inc. |
| Mike Muse | MM Muse Painting |
| Brian Perla | Perla Finish |
| Randy Sevcik, Jeff Martin | MSI Painting |
| Kirk Story | Accent Painting |
| Mario Vicari | Vicari Contracting |
| Mark Russell | Arizona Paint Masters |
| Gary King | GW King Custom Painting |
| Brian Hanneman | Arizona Paint Masters |

Experiencing a difficult challenge? Need advice? Have an opinion or question? Please let us know.

Send us an email: mcondon@isppainting.com
Or FAX ISP at (815)230-4949

UPCOMING EVENTS

ISP Painting will be exhibiting at:
PRSM 2006 & RFMA 2006 April 9—April 11

PRSM - The Complete Retail Facility Management Conference-**Booth 1019**

RFMA - Restaurant Facility Management Conference Expo **Booth 2417**

Swan and Dolphin Resort, Lake Buena Vista, Florida. For more information go to www.prsm.com or www.rfma.info

