

THE SPEC SHEET

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Beauty is in the Eye of the Beholder

Can a strip mall be considered an artists' canvas?

When first considering commercial painting, typically, one would jump to a conclusion that commercial painting is a utilitarian service—a labor-intensive task with a simple means to an end. Typically, a commercial painting crew is unfairly labeled as laborers instead of craftsmen. The finished product, after all, is the interior of a hospital, exterior of a strip mall or the restaurant where you take your family to dinner. We neglect to remember that we spend a considerable amount of time in these places shopping, dining, working and waiting. So before we discount commercial painting as a job of labor, ask yourself these questions; Can a commercial painting crew consider a strip mall, a canvas? Is the commercial painter an artist?



ISP Artist applies a personal touch

Most commercial facilities require a high level of awareness of the environment and how people use it. Color, light and detail all play an essential element in creating a compelling ambience for customers, visitors or clientele or an enjoyable, productive working environment. Executing these spaces flawlessly is

both an art and a science. It is a job needing skill, vision, craftsmanship and yes, artistic ability.

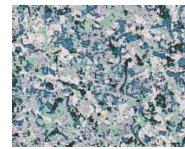
The change in attitude towards commercial facilities has been gradual but significant. The trend towards the importance of the image



of the places we shop, work and visit has impacted the commercial painting industry. Faux finishes, custom mural designs and decorative moldings are becoming popular requests in the commercial market. One such popular request is designer paint finishes. The Multispec brand of multicolor paint has several patented processes that hold flecks of similar size in a constant suspension containing specific, fleck-to-fleck percentages. The result is a finish with a consistent pattern of randomly distributed flecks. Another is Zolatone, a performance decoration wall finish with 50,000 custom colors, including metal finishes, tone on tone and multi-color. Another increasingly popular wall finish is Permatone, a

natural stone coating incorporating marble, epidote and granite aggregates encased in a water-based acrylic binding system.

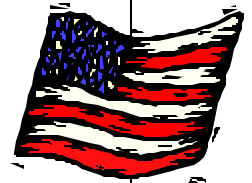
These are just a few of the special effect and texture processes that have been introduced to the market by paint manufacturers. Gray walls and white exteriors are an image of the past. Stores are now designed to look like city landscapes, hospital waiting rooms take on the feel of your living room and restaurant exteriors/interiors have you believing you are actually dining in Italy. As the commercial properties around us change, so do companies such as ISP Painting, Inc. The skill and training to apply these techniques can be extensive. Workshops, seminars and classes have commercial painting companies scrambling to keep up with emerging trends. The conceptual changes of businesses and institutions have painting companies rethinking the hiring process. Potential employees with artistic backgrounds and specialized skills in staining, murals, decorative coatings and faux finishes are more likely to be hired than an inexperienced laborer.



MultiSpec Finish Blue Lagoon

So next time you are out, give some attention to the building or office you are in and give credit to the painter, . . . er, um . . . artist, that took those blank walls and used them as their canvas.

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Paint & Product News

4 STEPS TO SUCCESSFUL EXTERIOR PAINTING

STEP ONE: Prepare the Surface

Check surfaces and take time to remove any damage. A scraping technique is effective on flat surfaces, smooth masonry, hardboard wood and ferrous metal. A Wire Brush is effective for brick, stucco, wood shakes and other masonry. Power washing lifts old, loose paint. A solvent-based remover works well on oil-based, latex paints, stains, and varnishes. Chemical removers can be used on small face-up areas such as trim and moldings. And lastly, preparing a surface using a heat gun designed for paint removal—not a propane or blow torch—can also be a good way to remove old exterior paint. You may have to combine different methods to get the job done right.

STEP TWO: Select and Use Quality Tools

When you use quality tools, a job takes less time, looks better and lasts longer. Brushes with longer bristles and a "divider" inside, provide a reservoir for paint. When using latex paints, synthetic bristles are better than natural bristles. Natural bristles are best for oil-based coatings. Remember to prime brushes. When using latex paint, use water; oil-based coatings use a paint thinner. Remove the excess before painting. A thick roller holds more paint, drips less, and applies paint

thicker and smoother. If using a sprayer, spend the extra money for a quality sprayer. You'll get a more uniform application.

STEP THREE: Select the Right Paint

Good quality paint costs more per gallon than bargain paints, but ultimately you'll save time & money using better paint. Quality paint adheres to surfaces better, hides imperfections, and will resist fading, dirt and mildew better than economy paint. Choose a Flat Finish Paint for a uniform appearance and to help hide dents & dings. Choose a Satin Finish Paint for a crisp, long-lasting, just-painted look. A Semi-gloss Finish Paint is a nice way to set off doors and trim. For Masonry, a good quality exterior latex paint should be used. An alternative is a 100% acrylic formulation called Elastomeric Wall Coatings (EWCs). They cover and fill in cracks and actually expand and contract with cracks as temperatures change.

STEP FOUR: Consider the Conditions

Paint performs better in mild conditions; in fact poor painting conditions can compromise the paint job. Most paints should not be applied when air temperature or surface being painted is below 50°. Painting in cold weather is more difficult, takes longer to dry and leaves paint more susceptible to dirt, insects and pollen. If you use a latex paint, wait until the temperature is forecasted to be above the recommended minimum for the next 36 hours! If you paint when it's too hot, avoid painting in the following conditions: air or surface temperature exceeds 90°; direct sunshine; gusty winds; low humidity; highly porous surfaces such as old, weathered stucco.

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

ISP completed an exterior **Max & Erma's** paint job for the Gurnee location and extensive wood replacement/refinishing project for their Woodridge store. We are currently in the process of repainting the interiors of 3 additional locations in Illinois. Thanks to **Cub Foods** for their cooperation in the repainting of their Naperville, Illinois location. It's nice to work in our own backyard.

ISP recently completed a **Kinko's** interior repainting of a Chicago store in May. Additionally, ISP completed projects including an exterior strip mall for **Quality Dining** in Michigan, a retail project for **J Crew**, and a door refinishing project for **Brinker International**, a casual dining operation with over 1,300 restaurants nation wide.

ISP also thanks Ohio based **Sterling Jewelers** for their continuing relationship. Sterling owns and operates over 1,000 stores from

coast to coast including **Kay Jewelers** and **Goodman Jewelers**. ISP painted a Goodman Jewelers location in Minnesota and Kay Jewelers in Kentucky this May. We look forward to our work with Sterling in Wisconsin and Maryland.



Applebee's restaurant

We are on a roll with **Applebee's International**. ISP completed a 5 restaurant



Trade Show Recap



It was a busy April for ISP with Trade Shows. ISP attended both the Retail Construction Expo in Atlanta and the PRSM 2003 in Las Vegas. It was great to meet many of our clients person to person, matching faces and offering handshakes. The ISP Painting booth flexed it's creative muscle decorating our trade show space with a custom painted tarp by an ISP artist and an impressive working water fountain made of paint buckets. Lucky visitors walked away with dice and even luckier visitors walked away with a gift certificate to Best Buy. A special thanks to all of the clients that stopped by to say hello. We enjoyed getting to know the attendees better and in return allowing them to get to know ISP better!



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

Send us an email: mdec@isppainting.com

Or FAX ISP at (847)202-8375

St. Louis area project and currently are in the process of painting 9 Michigan locations, 1 Indiana, and an Illinois location. Also a big thanks to The **Ruggles Sign Company**, one of the country's premier custom manufacturers of on-premise image and identity products. We are in the process of rolling out a 35 store exterior painting sign project.

Thank You for trusting ISP Painting, Inc.!