



THE SPEC SHEET

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National vs. Local It's OK to cheer for the big guy

When evaluating painting companies to tackle your next project, it is important to weigh the advantages and disadvantages of using a national painting firm versus a local painting company. The difficulty in the decision depends on expectations and priorities for your company. Time frame, cost, quality, resources and size of the job, all play into the equation when choosing the right kind of company.

Local companies are often able to offer the cheaper option, certainly an advantage in the budget department. But before you award the contract to the lowest bidder, remember, a bidding war price tag is likely to jeopardize your desired results. Materials, labor and quality are in danger of being compromised to accommodate the low cost. You may then begin to ask yourself, "If the cost is higher for a national painting company, how am I saving money?"

Depending on the size and scope of the work that needs to be done, a well-managed national painting company offers

distinct advantages.

Time = Money

On the top of the list is time and convenience. Ask how quickly the job will be performed. Will the company work during off-business hours or when your business is closed? Every hour your closed or inconveniencing customers adds to lost revenue. A national painting company is likely to have ample resources to handle any size painting project in the time frame you specify. No lost revenue and a shorter total project equals cost savings.

Multiple Site Management

If your project extends to multiple sites, a national company offers advantages that include saving time, money and valuable resources. Imagine the benefit of dealing with one project manager and one company for multiple states with multiple sites. No more expensive travel costs and valuable time incurred by your company. Using one company also comes with an added advantage. As the painting company becomes

familiar with your stores and expectations, they become more efficient. Work is completed in shorter time frames because re-training of the crew is eliminated.

The Quality Factor

As well as being able to paint, an experienced painting company has expert product and paint knowledge. The knowledge extends to latest industry news and improvements. Quality products translate to durability and a professional appearance. Ask yourself how important is ensuring that the job is done correctly the first time. And always make sure that your painting company consults you on what products work best.

Maybe size does matter

Almost all the "big guys" started out as small local companies. Any company achieves growth through their successes. With this growth, comes the ability to be able to offer flexibility, quality, experience and efficiency. So when you make your next decision to hire local or national, remember that maybe size does matter?

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Paint & Product News

FRP Can Be Painted

Painting your FRP can be a cost effective solution versus having to replace the product outright. Products such as Aliphatic Polyurethane can provide a safe and practical solution. The name of the product is GCP 1000. It is a permanent, two part, water based, zero VOC aliphatic polyurethane manufactured by Genesis Coatings, Inc. GCP is a high performance, water based, odorless, chemical resistant coating designed for general maintenance applications in non-immersion service. It can be used on buildings, concrete, finished siding, aluminum, masonry, wood, metal, and of course, FRP. Some of the advantages of GCP 1000: it's graffiti resistant, odorless, non-flammable, chemical resistant, durable, solvent free and USDA compliant.



GCP should not be applied in rain, high humidity or wind. When applied to horizontal surfaces, it may become slippery when wet. Slight discoloring may occur when clear is applied to lighter colors.

Using Low Odor Paints

The use of low odor paints is an excellent option for areas that need to be occupied by people quickly.

There are several benefits to using low odor paint. The obvious is that low odor paints are virtually odorless during and after painting. This could be of significant value especially if you are in the retail or restaurant business. This in turn, reduces the potential loss of revenue and unconvincing your customer base.

Be sure to clean the surfaces of all dirt, oils and job, be sure to prime the areas to be painted. Select a quality product and don't compromise on price.

CUSTOMER NEWS-

We couldn't do it without you

ISP has just finished our first Red Lobster in Tennessee. It is the first of 10 stores scheduled to be painted before year end. The most exciting part of this job, was painting the FRP in the kitchen. The cost savings for the chain will be over \$12,000 per location as compared to replacing the FRP.

Another ISP success was the recently completed job for the chain of Chuck E Cheese in Tennessee with Parkway construction. Having finished the Tennessee location, we will be moving on to the next location in Texas. This is our second job with Parkway Construction this fall. Our first project was painting The Fox and The Hound restaurant in Schaumburg, IL.



Thirty Burger King stores in 4 states completed

Add to the list, 30 Burger Kings in MI, IL, NC, and IN in conjunction with Quality Dining & DMI. The roofs look great and we love the red stripe!

Round 3 of Bath & Body Works in conjunction with CRS is now complete. That makes over 150 stores in three



Questions & Comments



"How do you maintain quality control, with so many different job sites?"

Randy Sevcik

Maintenance Systems, Inc.



Each job handled by ISP painting, Inc. has multiple levels of management approval. A check system that eliminates costly mistakes and faulty communication between client and contractor. Each site is managed by a team supervisor who communicates regularly with the project manager. Before beginning work on a project, detailed specifications are approved by the client and revisited throughout the project. The supervisor ensures that the work performed, satisfies the requirements on the approved "spec" sheet. The Store Manager signs off and digital pictures may be provided to the main office after completion of the project for approval. Our Product Managers are available 24/7.

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

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months and over 200 Bath & Body Works locations planned for Spring 2003. Bring it on!



Bath & Body Works