



Chapter 1: Paints & Finishes

PAINTS

Paint Additives

Here are a few of the products that are sometimes added to paint to give it special properties.

Paint Conditioner

- Add to paints for a variety of reasons. Usually, you use conditioners to keep edges wet longer, to reduce brush marks, to prevent lapping and to allow the paint to cover better.
- Conditioners also lessen paint clogging in spraying systems.
- Conditioners will specify if they are to be used with oil or latex paints.
- Some additives are designed to give latex paint some of the better qualities of oil-based paints.

Accelerator/Hardener

- Also known as Japan drier.
- Increases the gloss and hardness of oil-based paint.
- Also decreases dry time by as much as 30 percent.
- Generally mix 8 oz. per gallon of paint.
- Do not use with water-based paints.

Paint Mildewcide

- Paint additive that reduces mold and mildew.
- Good for interior and exterior use.
- For latex and solvent-based paint.
- Also can be used with water-based adhesives.
- Some paint manufacturers suggest that additives may not live up to their claims and can even have adverse effects, such as increasing mildew growth. They can also void paint warranties, so check manufacturer policies and literature.

Anti-skid Additive

- Add to paint to create a slip-resistant surface.
- Good for use in garages, basements, stairs and porches.

Anatomy of Paint

- Paint is comprised of three components: the binder, the pigment (color) and the liquid. The best paints contain a higher volume of solid material (binder and pigment) than ordinary paints do.
- The BINDER is the most important factor in paint's durability. The type and amount of binder affect several aspects of the product's quality, such as stain resistance, crack resistance, adhesion and gloss.
- PIGMENT is comprised of the finely ground particles that are dispersed in the paint. The most common prime pigment is titanium dioxide (TiO₂), which is used in both oil-based and latex paints. Meanwhile, extender pigments provide bulk, and they enhance qualities such as stain and chalk resistance; better paints have a lower ratio of extender pigment to binder.
- The paint's LIQUID is either water (in latex paints) or solvent (in oil-based).
- Additives are also used in paint to enhance performance, application, appearance or protection. Mildewcide is one additive used in exterior paints, while preservatives prevent spoilage during storage.

Anatomy of spray paint

- There are three kinds of propellants used in aerosols: hydrocarbons (liquid propellants), carbon dioxide (a compressed gas) and dimethyl ether. Hydrocarbons are effective as propellants because they turn to vapor as the product is used and then fill the void left by the decrease in product. Carbon dioxide does not maintain a constant pressure, so it is best recommended where a coarse, wet spray is needed and where the distance to be sprayed is short.

Paint & Decorating Usage Tips

Recommending the Proper Paint

When selling the following types of paint, be sure to pass this information on to customers:

- Oil-based exterior paint—Primer is needed on new wood and new hardboard (including pre-primed) for oil-based exterior paints. A two- or three-day wait is recommended before any oil-based paint is applied after rain. It is not recommended for application over masonry. Requires 12 to 48 hours to dry, depending on local conditions. Clean brushes and tools with turpentine.
- Latex exterior paint—Needs alkyd or good latex primers on new wood. Has a man-made latex binder rather than naturally occurring oils, but even most exterior oil-based products contain a man-made binder. There are very few 100 percent oil paints left today. Latex exterior paint is resistant to moisture and dry to touch in 30 minutes (under normal conditions). Brushes and rollers wash in water.
- Vinyl-based exterior paint—Needs latex primer on new surfaces. Should be applied in heavy layers. Takes four to 12 hours to dry. Brushes and rollers wash in water.
- Interior paint—Latex paints are water-based; alkyd paint, oil-based. Water-based paints dry faster than oil, and, as a rule, do not give off “painty” odors common to oil. Quality alkyd paints form a tough non-porous surface that makes them conducive to washing. Latex is easier to use because cleanup is done with water.
- Epoxy coatings—Require undercoat and surface preparation. Go on like paint, but look like porcelain after they dry. Used on ceramic tile, walls, bowls and appliances. Will not stick if applied over ordinary paint. Offers the toughest finish available.

Paint Merchandising Tips

- The paint department is one of the most critical departments in the store in regard to merchandising. It needs to be neat and organized. Colorful signage also helps attract customers.
- The positioning of the paint department in the store is another critical factor. Retailers who want to be a paint destination source generally position the department in the front of the store to the right or left so customers can easily find the department and the paint service counter.

STAINS AND SEALERS

Wood Finishes Safety Tips

- Always wear safety goggles and protective gloves, and make sure there is adequate ventilation where you are working when using wood finishing products.
- Lacquers should be handled with extreme caution. Fumes are noxious—especially dangerous to the user in a closed room. In addition, fire and explosion hazards are much greater than with ordinary paints and varnishes.
- Never pour leftover wood finishing chemicals down the drain or on the ground. They should be disposed of according to local regulations. You might even consider donating them to a local craft group or other organization that might make good use of the product.
- Rags used to apply wood finishing products should be disposed of properly to avoid spontaneous combustion. Always soak rags used to apply or clean up wood finishing products in water, and then store them in a sealed metal container before disposing of them according to local regulations.
- Always read the label carefully for wood finishing products and use the product specifically how the manufacturer states.
- Never work in an area where there is the possibility of sparks or where an open flame is present.
- Always seal containers properly after each use then store products where they can't be reached by children.

Wood Finishes PRO Corner

- Professional woodworkers will be more discriminating about the stains they use on their work. If you cater to these customers, you probably need to have a thorough understanding and a wide selection of dye stains. Dyes are more difficult than typical stains and most dye stains come in powders that are then mixed in a solvent.
- Dye stains offer deeper penetration of wood surfaces and less grain hiding. However, they also fade more quickly than pigmented stains and require more effort to prepare the wood.
- Water-based dyes tend to raise the grain on many woods because the water penetrates the wood and raises the tiny fibers. Remind your pro customers to wet the wood first, then sand before applying water-based dyes. Non-grain-raising (NGR) dyes are dissolved in a NGR solvent. They dry faster than water-based counterparts, so application must be faster to avoid lap marks.

Wood Finishes Merchandising Tips

- Interior stain should be merchandised in the Wood Care aisle within the paint department.
- Exterior stain should be one of the first products customers see when entering the wood care aisle or category.
- Stain is an item where customers have strong brand preferences. Therefore, many manufacturers have created specific displays for their products so customers can locate them quickly and easily.
- Manufacturers also have point-of-purchase materials and color charts available that explain the differences in like products to help customers find exactly what they are looking for.

Chapter 2: Specialty Wall Finishes

FINISHING SUPPLIES

More FAQs

Q: Other than walls, where are faux finishes generally used?

A: Faux finishing is quite popular on furniture, lamps, bowls—you name it.

Q: Can I paint over a wall where a faux finish has been applied?

A: Yes. Several coats of a latex paint should do the trick.

Q: How do I use a rag rolling applicator?

A: As with sponging, ragging begins with application of a coat of paint in a solid color and allowing it to dry. A crumpled cloth is then used to add glaze in another color. To rag-roll, roll a cloth into a sausage shape of varying tightness, then lightly dip into the glaze and roll gently across the base coat. Ragging and rag-rolling results vary according to the cloth material used. Linen, lace and burlap are common choices, but almost any material will do if it is clean and free of lint. You can also use it with a negative method, which involves applying a base coat, then a glaze coat. Roll a rag over the glaze to remove some of it before it has a chance to dry, partially exposing the color of the base coat.

Faux Finishing Supplies Usage Tips

- Be sure to read all manufacturer's instructions carefully before using, especially to determine the open time of the product and how long you will have before the glaze begins to set up.
- Always test out an effect on a scrap piece of drywall first before applying it to the wall. You will be able to see how the effect will look beforehand and will be able to practice to achieve the desired effect.
- Remember, with faux finishes you are only limited by your imagination. Try different effects by mixing and matching and using multiple effects above and below a chair rail.

Faux Finishing Supplies PRO Corner

- Professional faux finishers will demand top-quality products. They will also want to buy glazes and tints in bulk, so be sure you talk to these customers to get a listing of the products and brands they use.

WALLPAPER SUPPLIES

Wallpaper Supplies Usage Tips

RECOMMENDING WALLPAPER

- The application of wallcovering can be done well by do-it-yourselfers. Technical advancements make hanging wallpaper a relatively easy redecorating job. Two factors are important when selecting wallpaper: pattern and roll size. Wallpaper comes in border paper (for decorative accents) and sidewall paper (large rolls to cover whole walls).
- Wallcoverings come in either pre-pasted, self-adhesive or dryback form. Most wallpaper is pre-pasted, which means it has been coated with paste by the manufacturer. Pre-pasted wallpaper must be dipped in water for several minutes and applied wet to make the paste stick. There are specially formulated pastes for pre-pasted wallpaper. These pastes eliminate the need for the water tray used to soak the pre-pasted paper and shorten the time needed for application. Another feature of these pastes is it makes the paper easier to remove.
- With self-adhesive wallpaper, the user simply peels off the backing and sticks it on the wall. Although these coverings adhere almost immediately, there is time to adjust them before the adhesive hardens. A “light tack” adhesive permits numerous repositionings during the 30 minutes after application required for the bonding to become permanent; the covering can be removed later, leaving no residue.
- Dryback wallpaper has no adhesion to it, so wallpaper paste must be applied. Make sure to follow manufacturer specifications when selecting which wallpaper adhesive to use with dryback wallcoverings.
- Most wallcoverings come in rolls of 20-1/2”, 27”, 36” or 54” widths; each contains 36 square feet of covering and will cover approximately 30 square feet of wall or ceiling surface. To calculate the amount of paper needed, find the total square footage of the area to be covered and deduct one-half roll for every standard-size door or window.
- It’s also important to know the dye lot number of the wallpaper in case more is needed later, since there may be a slight difference in color between dye lots.
- As with painting, walls must be thoroughly cleaned before applying new covering—dirt, grease and grime washed off, old paint scraped and washed down, cracks filled and smoothed. It is also best to remove old coverings first.
- Depending on the kind of wall surface involved and the kind of covering, other preparations may be necessary. For instance, walls should be washed with disinfectant before applying vinyl, enameled walls should be scrubbed with a trisodium phosphate cleaner, and sizing or primer-sealer should be applied to either wall or covering.
- Many of these coverings are described as “strippable” or “dry strippable,” which means that the covering can be pulled off years after application. “Peelable” wallcoverings can be removed with soap and hot water, but sometimes leave a thin layer of paper on the wall.

Chapter 3: Painting & Finishing Tools

BRUSHES

- The **HANDLE**, is either constructed of wood or plastic. Wood is the traditional standard for professional handles, while plastic handles resist water and solvents and require little care.
- The handle is attached to the brush by nailing or crimping it to the **FERRULE**, which is either stainless steel, rust-resistant steel, copper-coated steel, brass-plated steel, nickel-plated steel or bright tin.
- The **FILAMENT** is the part of the brush that applies the paint. It can be made of natural bristles or synthetic materials (nylon or polyester). Bristle is the most popular natural filament, and the best quality comes from China. Bristle varies in length, stiffness and thickness. Bristle has naturally split ends, called “flags” that help to hold paint in the brush so it is released evenly throughout the stroke. Bristle brushes work well for oil-based and alkyd paints, stains, varnishes, urethanes and shellac. Their naturally soft tips leave fewer brush marks in the coating than other brushes. Nylon is a more durable filament material, outwearing China bristle five to one. Nylon cleans up easier than other filaments. Because of its durability, nylon is great to use on rough surfaces. Easy clean-up makes it the best material to use with fast-drying paints like acrylics.

Paint Applicator Proper Tool Care

Brushes

1. Clean brush immediately after each use, before the paint has a chance to harden. Use proper solvent for oil-base paint. For latex-base paints, clean with warm, soap or detergent water solution. If brush does not clean thoroughly, clean in paint thinner and rewash in warm detergent solution.
2. Comb wet bristles with a metal comb.
3. If brush is to be stored for long periods, return to pouch supplied with brush or wrap in foil or heavy paper, with bristles smooth and flat.
4. Always store flat or suspended from a nail or hook so that bristles are straight and the brush is not resting on bristles.
5. Do not allow any brush to stand on end in either paint or water.
6. Do not soak a brush in water; it will damage either the filament or the epoxy setting and cause the ferrule to rust.

Rollers and Pads

1. Clean after every use, removing excess paint by rolling or pressing on a newspaper, then washing in proper solvent or water.
2. Dry and wrap to store.

Paint Applicator PRO Corner

- Since professional customers use paint applicators on a daily basis, they demand the best products available for both brushes and rollers. Professionals are more likely to use oil-based paints than do-it-yourselfer customers and will be more likely to need quality natural bristle brushes and natural rollers covers than your do-it-yourself customers.
- When selling paint applicators to professional painting contractors, be sure to show them the highest quality applicators you stock.

SURFACE PREPARATION TOOLS

Anatomy of a Paint Tray

- A RIBBED BOTTOM removes excess paint from a roller cover after filling it.
- A LADDER LOCK permits the tray to snap onto a step ladder.
- A DEEP WELL generally holds one to two quarts of paint.

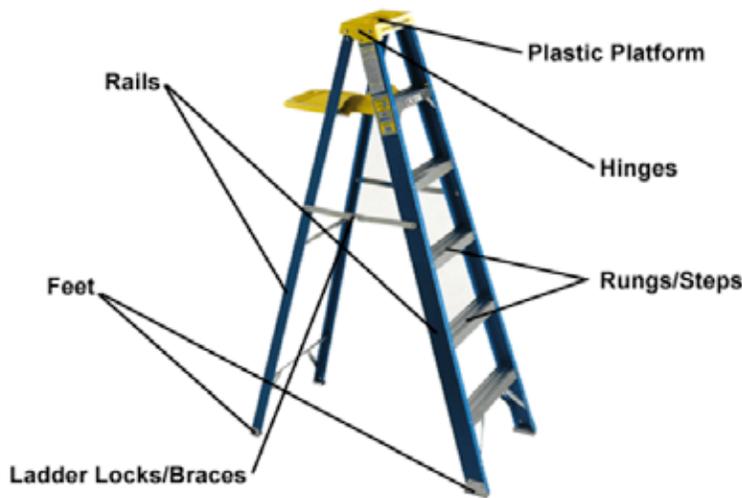
Miscellaneous Sundries Safety Tips

- Always wear safety glasses when painting or sanding.
- Always wear a dust mask or respirator when sanding wood, metal or when finishing drywall seams to avoid inhaling irritating dust.
- Never sand any surface where you suspect lead paint exists. Dust from lead paint can cause nervous system damage, slowed growth and other problems in children and reproductive problems, mental difficulties and nerve disorders in adults. If you suspect a surface has lead paint, contact a professionally trained contractor to do the job.

Miscellaneous Sundries PRO Corner

- Since they need to get the most out of their painting tools, always recommend paint brush combs to professional customers to help them preserve their brushes.
- Professional painting contractors will also want to buy higher end paint trays with covers, so make sure you have the latest styles in stock.
- Merchandise replacement drywall sanding screens and sanding sponges near the pro checkout counter for impulse sales.

SANDPAPER AND STEEL WOOL



LADDERS

Anatomy of a Step Ladder

- The RAILS of a step ladder are constructed of either wood, aluminum or fiberglass.
- RUNGS or STEPS are generally a minimum of 3" in width.
- HINGES allow the ladder to be folded for storage.
- LADDER LOCKS or BRACES lock down to prevent the ladder from folding when in use.
- A PLASTIC PLATFORM on top is used to store tools and fasteners during use.
- The FEET of the ladder are constructed of durable rubber to prevent slipping.

Ladders Safety Tips

- Don't climb too high. The ladder should extend about 3' above the working surface when in use. Stepladders should be high enough for the user not to have to stand above the second step from the top. For extension ladders, the user should stand no more than four rungs from the top. The base of the ladder should be one-fourth the distance from the top support of the ladder to its bottom support.
- Always inspect the ladder. Check the ladder for any loose or missing parts, clean off any mud or debris that might have accumulated on the ladder, and never use ladders with structural defects. Use the ladder only for the purpose for which it was designed (refer to manufacturer's labeling and recommendations).
- Properly stabilize the ladder. Every ladder should be placed on a firm, level surface. Never place a ladder on ground that is uneven without a ladder leveler. Always engage the ladder locks or braces before climbing the ladder.
- Face the ladder when climbing up or down. Your body should be centered between the side rails. Maintain a firm grip and use both hands when climbing. Do not climb onto the ladder from the side.
- Keep your ladder within reach of the job at hand. Position the ladder closest to your job and step off the ladder to reposition to your job. Don't compromise your balance by extending your reach beyond the ladder.
- Transport the ladder properly. Carry ladders parallel to the ground and tie ladders down securely when transporting.

Ladders PRO Corner

- Since they use ladders frequently on the job, your professional customers will many times want the best quality ladders at the highest duty ratings. Below is a guide to the duty ratings and common uses.
- Type 1AA, Professional Special Duty rated at 375 lbs. for heavy industrial use.
- Type IA, Industrial Extra-Heavy Duty rated at 300 lbs. for industrial use.
- Type I, Industrial Heavy Duty rated at 250 lbs. For tradesmen, construction, maintenance and industrial.
- Type II, Commercial Medium Duty rated at 225 lbs. For handymen, light maintenance, light mechanics.
- Type III, Household Light Duty rated at 200 lbs. for household use.

Ladders Merchandising Tips

- To preserve salesfloor space, ladders are generally merchandised vertically by type and by duty rating.

Chapter 4: Bonding & Patching



CAULKS AND SEALANTS

- The PLUNGER or piston is advanced by the RATCHET in the TRIGGER to squeeze caulk out of its cartridge.
- A PUSH PLATE is attached to the end of the plunger to fit inside the cartridge.
- Better models include a CUTTER incorporated into the trigger handle to snip off the tip of the cartridge's spout.
- Many models also include a PUNCTURE ROD underneath the cylinder body to puncture the seal of the cartridge.

Caulks & Sealants Usage Tips

Caulking should be applied to any gap where air, moisture or insects may penetrate the structure, including the following common locations:

- Joints between foundation and siding.
- Joints between roof overhang and house.
- Joints between window/door and siding.
- At any penetrations into the house (i.e., telephone wires, TV cable, electrical conduit, and gas and water pipes).
- Dryer, bathroom, & kitchen vents.
- Joints between the siding and chimney.
- As a rule, surfaces must be clean and dry in order for caulking to stick. Loose material should be brushed away, and dirt, grease or oil should be removed with a detergent solution.
- To use a caulking gun, first pull the plunger all the way back and insert the caulking tube. Turn the plunger so the notches engage the trigger of the gun, then push the plunger snugly against the heel of the tube. Cut the nozzle tip with the utility knife and make a hole the size of the bead you want. Puncture the seal at the top of the tube with a 16d nail or the metal rod that comes with the caulk gun.
- To apply caulking, squeeze the trigger and push—don't pull—the gun along the gap. Pushing the gun drives caulking down into the gap and gives you better adhesion.
- To tool the joint, first wet your finger with soapy water (if the caulking is formulated for soap-and-water cleanup) or a dab of automotive hand cleaner (if the caulking is formulated for solvent cleanup). Run your finger along the joint, smoothing it and pressing the caulking into the joint. Wipe away excess with a rag.

Caulks & Sealants PRO Corner

- Your professional customers will expect you to stock popular caulks and sealants in 10 oz. as well as 28 oz. cartridges. Therefore you will also need to stock caulk guns that accommodate the larger cartridges.

- To satisfy professional customers, you need to stock job-lot quantities of caulk and sealant. Be sure to talk to your professional customers early enough to find out what projects they are working on and when they will need specific quantities of caulk and sealant to be sure you are in stock when they are ready for it.

Caulks & Sealants Merchandising Tips

- Take advantage of cross merchandising opportunities by stocking caulks and sealants throughout the store, including the paint department, where heating & cooling products and weatherization products are sold and on end caps and dump bins during seasonal times of the year, such as when customers are starting to winterize their homes.
- Manufacturer point-of-purchase materials can help assist customers in making the right choice when purchasing caulks and sealants. Most manufacturers have signage with usage tips and application information readily available for retailers to take advantage of.
- Manufacturers have also developed merchandising aids for caulks and sealants such as temporary/disposable dump bins, checkout and service counter displays, power aisle stack displays and clip strips for cross merchandising.

ADHESIVES

Adhesives Safety Tips

- Always read the instructions on the packaging when using any type of glue.
- Work in a well ventilated area to avoid breathing any fumes given off by glues or adhesives that are toxic.
- When not in use, always keep the cap on the bottle or container to prevent the glue from drying out and spilling if it is accidentally knocked over.
- Keep all glue products out of reach of children and pets.
- Keep instant-setting glues out of the reach of children and always use in a well-ventilated area to avoid inhaling fumes.
- Instant-setting glue bonds to skin and eyes in seconds. If bonded to skin, gently peel apart using soap, hot water, and a blunt edged instrument, such as a teaspoon. Never pull skin apart.

Adhesives PRO Corner

- For proper job estimating, professional customers may ask about the amount of coverage they will get from construction adhesives. While coverage varies with different types, a typical 10.5-oz. cartridge provides 129' of 1/8" bead, 32' of 1/4" bead or 14' of 3/8" bead.
- Merchandise Carpenters Glue at the pro sales counter for impulse sales.

Adhesives Merchandising Tips

- Display adhesives vertically by product type.
- It's always a good idea to cross merchandise instant-setting glue at or near the checkout counter to drive impulse sales.

PATCHING AND REPAIR ITEMS

Patching & Repair PRO Corner

- When it comes to drywall joint compound, pros need a lot of it. Be sure to stock 5-gallon buckets of ready mix as well as dry mix for these customers.
- Professional customers will also require tools with ergonomic grips since they sometimes use these tools for prolonged periods of time.

Patching & Repair Usage Tips

REPAIRING SMALL DENTS IN WALLBOARD

- Objects that come in contact with wall board can cause dents or scratches in the surface. These indentations are easy to repair.
- First, sand the surface thoroughly. This roughens the surface and provides a good base for the joint compound you will use. Use coarse sandpaper and a good sandpaper block. For large areas to be repaired, use a power sander.

- Fill the dent with a good grade of joint compound using a 3" or 4" spreader. Spread the compound evenly, pressing it firmly into the dented area. For extremely large dents, allow the compound to dry overnight and then apply a second coat.
- When the material is completely dry, sand the area and prime it for a coat of paint or other finish. Be sure to remove any high or low spots in the patched area with a fine sandpaper.

Patching & Repair PRO Corner

- When it comes to drywall joint compound, pros need a lot of it. Be sure to stock 5-gallon buckets of ready mix as well as dry mix for these customers.
- Professional customers will also require tools with ergonomic grips since they sometimes use these tools for prolonged periods of time.

Chapter 5: Chemicals & Wood Care

SOLVENTS AND REMOVERS

Chemicals Safety Tips

- Most solvent vapors are heavier than air and tend to collect in low spots. Prevent vapor build-up by providing fresh air ventilation (cross-ventilation) at floor level during and after use of solvents. Open all windows and doors to create ventilation and disperse fumes. (Fans are not recommended because unless specially constructed, they can cause sparks.) Keep vapors out of ventilation systems (furnace and air conditioning ductwork and fans).
- Keep away from sparks, heat and open flames.
- Disconnect power to electrical outlets, switches and fixtures by unscrewing the fuse or tripping the circuit breaker.
- Turn off all pilot lights and other flames, even if they are in other rooms or utility closets.
- Disconnect, unplug or turn off clothes dryers, furnaces and water heaters. Be especially careful to disconnect electric igniters in gas systems that do not have pilot lights.
- Unplug or disconnect and do not operate electric switches or motors (refrigerators, dishwashers, vacuum cleaners, furnace blowers, electric or gas appliances, stoves or heaters).
- Keep all metal objects (scrapers, steel wool pads) from contacting any electrical outlet, fixture or switch.
- Do not use, relight or reconnect any of the above items until all smell of solvents is gone.
- Do not smoke, use matches or lighters—and do not allow others to do so—when solvents are being used.
- Keep products out of the reach of children.
- Close container after each use.
- Do not transfer products to unlabeled containers.
- If ingested, follow the first aid instructions on the label and contact a doctor or poison control center.

Chemicals PRO Corner

- Since many professional and commercial/industrial customers use these products in bulk, be sure to stock gallons and even 5-gallon containers of highly used chemicals.

Chemicals Merchandising Tips

- Cross merchandise rubber gloves with chemical strippers and thinners.
- Cross merchandise steel wool and stripping pads next to strippers.
- Cross merchandise strippers in the wood-care aisle as well as the paint department.