

August 2003

## Paint is more than color

So, you've just moved into your new home, and now it's time to add your personal touches. Least expensive of these may be to paint a few rooms. Why are some paints priced at \$29.99 per gallon and others at \$9.99? The color's the same, so what's the difference? You know that the more expensive product is probably better, but why?

With good paint you get a higher percentage of volume solids. Volume solids are the pigment and the binder suspended in the solvent (usually water). Depending on the color or tint base for custom colors, the percentage can vary from 33% to 45% in premium quality paints.

Pigments are more than the color of the paint. Hardness, durability, corrosion resistance, ("chalking" is actually a form of oxidation, or 'rust') are all directly related to the pigment. Many companies list titanium dioxide as the pigment used in their paint. This is by far the most superior and expensive of the pigments used.

Watch out for extenders, also listed on the label if they are used. These less expensive, less durable extenders include: clay, calcium carbonate (chalk), and silica which are used to scatter light. This results in a higher hiding power. This hiding power can be short lived, however. Because these extenders are soft, they lose much of their hiding ability if water or grease gets on them. These extenders also

compromise a paint's durability. Using paint with a higher level of titanium dioxide, the best pigment, and a higher solids ratio, dramatically increases the chance for one coat coverage.

The binder or vehicle type is also key to paint formulation. Binder cements pigment particles into a uniform paint film and makes them stick to the surface. The type and amount of binder affects everything from gloss and stain resistance to adhesion and color retention. Interior latex paints use several polymer types as binders. The most common are 100% acrylic, styrene acrylic, and vinyl acrylic (PVC for polyvinyl acrylic). Paints with 100% acrylic binders are especially durable, which makes them the choice in high quality latex paints.

Using care when selecting paint will assure you are free walls and lasting beauty!



## Summer Parade

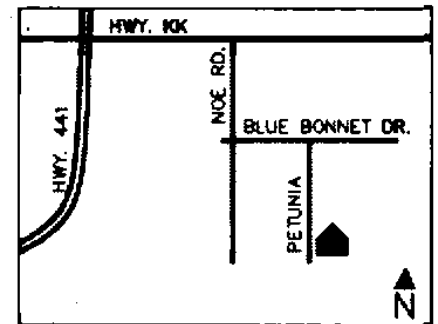
The 2003 Summer Parade of homes is nearly upon us. Despite crummy spring weather, road limits which were later in being removed than any recent years, and the last two weeks of rain, our crews have been working relentlessly, and I think you'll be pleased to see what we have created!



This split bedroom ranch is loaded with stuff for your wish list. A fireplace in the greatroom, the master bedroom and the office! Lots of faux painting, lots of really beautiful maple cabinets, epoxy coated

floors in the garage and a wide array of laminated floor coverings.

If you can't get at least one idea from this home to build into your dream home, you did not look close enough!



The Parade starts August 16th and runs through the 24th.

Times are:

Saturdays and Sundays - 11 a.m. To 5 p.m.  
Thursday through Friday 4 p.m. To 7 p.m.

Tickets are available at our Parade Home, as well as at each participating home.

Adults - \$9, Children - \$5

## New Spec home offered

Also this week we are putting the final touches on a four bedroom two story in north Appleton. This home features a traditional farmhouse style front elevation, complete with wide trim around the windows and a high center gable. Carpenter gothic style square pillars frame the durable but charming Fiberclassic door stained to a rich oaken hue. A center staircase leads up to the four bedrooms. First floor features a formal dining/office, spacious kitchen with work island and ceramic tile floors, and great room with fireplace and built-in entertainment center. \$234,900. Call Bill or myself for your private showing.