PRODUCT KNOWLEDGE TRAINING

Learn the common features and uses of each product.

PK Descriptions

1. Interior Paint

• Is available in latex and oil-based formulations in different gloss levels such as flat, satin, eggshell, semi-gloss and high-gloss.
• Interior latex paint is easily applied and can be thinned with water. Brushes and rollers can also be cleaned with water.
• Latex paint is the most common and easiest type of paint to use.
• Oil-based interior paint consists of a pigment that exists within a substance made of resins and thinners. When thinners evaporate, the resins form a hard coating—and the pigment provides the color.
• The contents of oil-based paints make them harder to apply, although this same characteristic can also give them a heavier coverage on the first coat.
• Oil-based paints have certain disadvantages, particularly the odor and the longer drying time (8 to 24 hours). Solvents, thinners or turpentine are also necessary for cleanup, and oil-based paints cannot be applied to moist surfaces.

2. Exterior Paint

• Like interior paint, exterior paint is available in both latex and oil-based formulations—both of which are designed to withstand wear and exposure to severe weather conditions.
• The advantage of exterior latex paint is that it films on exterior wood allowing moisture to evaporate through the film, which helps reduce blistering.
• The disadvantages of exterior latex paint, especially of some lower-quality products, are poorer adhesion to badly weathered or chalking surfaces and, in some cases, less effective hiding qualities.
• The best qualities of oil-based paints are their effective penetration of the surface and excellent adhesion. Oil-based paints have advantages over latex paints in that they adhere better to chalky surfaces and they provide better results for anyone repainting a surface that already has several layers of oil-based paint.
• Trim paints are chosen to contrast with house color. They dry quickly to a hard finish; they are primarily for use on window frames, shutters and railings. Trim paints are not recommended for large surfaces.
• Flat finishes, which mark easily, should not be used on doors, door frames or other areas that are exposed to wear. Satin or gloss paints are recommended for these areas.
• Major problems associated with house paints are generally due to:
- failure to follow manufacturer's directions.
- excessive moisture.
- painting wet surfaces.
- painting during inclement weather.
- failure to use proper primer coat.
- failure to clean the surface completely.
• Any of these conditions can cause blistering, peeling, early fading or similar problems.

3. Masonry Waterproofing Paint

• Coating used for masonry surfaces including stucco, concrete, brick, cement, etc.
• Most masonry paints are acrylic latex-based. Oil-based paint is not recommended for masonry because of the residual alkalinity in the masonry.
• Most latex-based masonry paints require a special pre-treatment or bonding primer to tie down old chalk and dust before application.
• Rough surfaces should first receive a coat of block-filler. Acrylic elastomeric coatings bridge cracks and pinholes to provide the best waterproofing.
• Powdered cement paints, which have a shorter exterior life than latex coatings, must be mixed with water. They can be applied only over a porous masonry surface such as brick, stucco or concrete, or over surfaces that have been previously coated with this same kind of paint. For proper adhesion, the old surface must be wetted down thoroughly and the paint applied to the damp surface.
• Masonry paint can be waterproof as well as decorative. For best color retention, coat with a good acrylic latex paint 30 days after application of waterproof masonry paint.

4. Enamel Paint

• Is a type of oil-based or water-based paint with superior adhesion qualities.
• Used in both exterior and interior applications.
• Provides a resilient durable finish that can last for years.

5. Epoxy Paint

• Is primarily for bare or previously finished

wood and concrete floors. It penetrates rapidly and can be applied with a brush or mop.

• Adheres to most surfaces and is especially good for doors, cabinets, trim and furniture—any interior wood surface where a clear-gloss, easy-to-clean finish is desired.

• Resists detergent, oil and alkali, but may lose gloss and chalk under exposure to sun and weather.

• Epoxy finishes are formulated in one- or two-part systems. Two-part epoxies come in kits containing equal size cans and contents are mixed; they are more chemical- and abrasion- resistant than one-component epoxies.

6. Aluminum Paint

• Is a paint with aluminum blended with a resin base.

• For interior and exterior use on heated surfaces, such as ovens, barbecue grills, mufflers and other surfaces that are exposed to high heat.

• It works equally well on almost any surface and may be brushed or sprayed. Colors become more intense with age.

• Aluminum paint can be used on all interior and exterior metal or wood surfaces, or applied to metal flashing, gutters, downspouts, tools, tool sheds, patio furniture, pipes, mailboxes, fences, etc.

• Do not apply aluminum paint during freezing temperatures; paint should dry at least overnight before recoating.

7. Paint Conditioner

• Can be added to either oil-based or latex paints for a variety of reasons—to keep edges wet longer, to prevent lapping, to allow the paint to cover better or to lessen drag on the paint applicator.

• Conditioners also lessen paint clogging in spraying systems.

• Some additives are designed to give latex some of the better qualities of oil-based paints.

8. Accelerator/Hardener

• Also known as Japan drier.

• Increases the gloss and hardness of oil-based paint.

• Also increases dry time by as much as 30 percent.

• Generally mix 8 oz. per gallon of paint. Not for use water-based paints.

9. Paint Odor Additive

• Reduces paint odors from both latex and oil-based paints.

• Can also be used on lacquers, varnishes, epoxies, stain blockers and primers.

10. 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.

11. Primer/Sealer

• Ensures better and longer-lasting results when applied before any type of paint.

• Primers and stain-killing primer-sealers are designed to seal porous surfaces, block out stains, promote adhesion of the topcoat and hide unwanted colors.

• Improves adhesion, prevents stains on the surface from bleeding through the finish paint and seals porous surfaces.

• Priming the surface also saves paint and prevents paint resins from soaking unevenly into the substrate.

• Water-based primer-sealers bind moderately chalky surfaces and offer good adhesion to glossy surfaces and metals. They are almost odorless and clean up with soap and water.

• Oil-based primer-sealers can be used on both interior and exterior surfaces. They work well for nicotine stains and cedar bleed. They give off a low odor and clean up with mineral spirits (paint thinner).

• Acrylic block fillers should be used to prime concrete block.

• Stain-killing primer-sealers are oil-based, water-based or shellac-based. They prime virtually anything that needs painting, including metal, masonry, wood, drywall and previously painted surfaces. They are typically white-pigmented and can be tinted to match the color of the topcoat to reduce the amount of finish paint needed for the job.

• Shellac-based primer-sealers are ideal for interior woodwork and spot-priming knots on exterior wood. They are best for sealing off troublesome stains from water leaks, mildew and fire damage. They also seal off odors from smoke and pets. Clean up requires alcohol or a 1:3 solution of household ammonia in water.

12. Spray Paint

• Is an aerosol-based product used for a variety of applications.
• Spray paint is classified by the type of finish and length of wear. Generic terms such as "enamel" and "lacquer" are used, but they also encompass a variety of film-forming resins with differing characteristics. Read labels and manufacturers' literature for a description of actual features.
• Latex-based spray paint is safe to use indoors or outdoors, resists scratches and cleans up easily with soap and water. It can be applied to wood, metal, wicker, clay, plaster and plastic materials.
• There are three kinds of aerosol propellants: 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.
• Caution customers that aerosols are effective and safe—as long as the product is used in well-ventilated areas. For most aerosols, instructions on the can make usage easy, but paint is different because the kinds and qualities vary greatly.
• Numerous cities and a handful of states have enacted legislation to regulate aerosol spray paint, either prohibiting sales to minors or requiring spray paints to be locked up. • Make sure you are familiar with any requirements in your area.

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.

OTHER TRAINING TIPS

Designed to give you confi - dence on the salesfloor!
This section is for retail skills training specific to this core product category.

FAQs

Q: How much area will one gallon of paint cover?
A: For many paints, one gallon will cover 400 square feet. However, the quality of the paint can affect how much it will cover. The label on the paint can usually provide some guidance. In addition, there are a number of factors that affect how much paint you will need. These include the type of surface being covered, the color currently on the surface and the color being applied.

Q: How do I recognize a good paint?
A: Paint has three components: the binder, the pigment and the liquid. The best paints contain a higher volume of solid materials. Pay close attention to the solid content. For example, a $13 gallon of paint with a solid content of 19 percent might cover about 200 square feet, while a $20 gallon of paint with 41 percent solid content will cover about twice that amount. The binder is the most important factor in the durability. Some paints also have additives to enhance performance, such as mildewcide.

Q: What are the advantages of latex paint?
A: In addition to being thinnable with water, latex paints feature:
Less odor
Water cleanup
Non-flammable
Faster drying
Ease of touch up
Ease of application
Better gloss
Less fading on exteriors
No yellowing on interiors
Less likely to crack or peel

Q: What is an oil-based paint?
A: These paints have resins and thinners in them that evaporate when the paint dries. This process forms a hard coating and provides heavier coverage on the first coat, effective penetration and excellent adhesion. They are particularly good for chalky surfaces and those that already have several layers of oil-based paint.

Q: What does the term gloss mean?
A: It refers to how shiny the paint is. Manufacturers use terms such as flat, satin, semi-gloss and high-gloss to describe their paints, but there are no specific industry standards.

Q: What type of paint should I use in my kitchen?
A: High-gloss paints are great for high-traffic areas because they provide a tough, washable finish that also resists water and grease. Use them on kitchen and bathroom

walls, kitchen cabinets, banisters and railings, trim, furniture, doorjambs and windowsills. However, the gloss will make surface imperfections more noticeable, so you will have to work a little harder to ensure a good finish. A semi-gloss provides a little less durability but is a little easier to work with.

Q: Where should I use a flat paint?
A: These are also called matte finishes and they are good for walls and ceilings in lower-traffic areas.

Q: What is an eggshell finish?
A: It's a paint that has a little more sheen than a flat paint, which makes it easier to clean and gives it a more lustrous appearance. It can be used in place of semi-gloss to provide a less shiny finish. Some manufacturers market a satin or silk finish, which is usually a little shinier than an eggshell but less shiny than a semi-gloss.

Upselling

• Top-quality latex paints tend to have binder that is 100 percent acrylic, which gives them excellent durability on diverse surface styles, including masonry and aluminum. They also adhere better, making them less likely to flake.
• There are many types of high-end designer paints on the market that have unique color palettes corresponding to the latest decorating colors.
• The first place to evaluate quality in aerosol paints is on the can—by noting the percentage of paint to propellant. The fill ratio used by manufacturers will vary. So will the kinds of propellant.

Add-On Sales

• Safety Glasses
• Dust Mask
• Sandpaper
• Paint Remover
• Drop Cloth
• Caulk and Caulk Gun
• Paint Roller and Cover
• Paint Brush
• Turpentine or thinner
• Exhaust Fan
• Solvent
• Brush/Roller Cleaner
• Sponge
• Steel Wool
• Paint Scraper
• Wire Brush
• Wood Putty
• Paint Pail
• Glass Scraper
• Paint Bucket/Roller Tray
• Putty Knife
• Spackling
• Painter's Masking Tape

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.

Recommending the Proper Gloss

• When working with customers on what type of gloss level they need, be sure to refer to the following:
• **Flat paints** leave a duller (or "matte") finish without shine. Flat paints are usually applied to ceilings and irregular wall surfaces, except in kitchens and baths where semi-gloss or gloss paints can better withstand the frequent washings required in these two rooms. Flat paints usually have either an alkyd base that thins with turpentine or mineral spirits or a latex base that thins with water.
• **Satin** and **eggshell** finishes are typically recommended for most walls. Although low in sheen, they are easier to clean than flat paints due to their higher binder content.
• **Semi-gloss** paints are recommended for windows, doors, wood trim and other woodwork; these surfaces get more wear, fingerprints and soil than walls. Because glossier enamels wash more readily, they are more desirable. Semi-gloss latex paints serve well as finishes for wood trim areas. They, too,

can be cleaned with water.

• **Enamels** and **gloss** paints tend to show brush and roller marks, so preparation of interior surfaces is vital for a good end result—as is careful application by the painter. Surfaces must be washed thoroughly and rinsed with clear water—and then completely dried before repainting. Cracks and holes must be repaired, and patched areas must be spot-primed.

• **High-gloss enamels** provide a tough, washable finish for areas that endure a lot of traffic or wear and for rooms that require resistance to moisture, dirt and grease—such as the bathroom and kitchen.

PRO Corner

• There are several different types of professional customers you will encounter when selling paint. The first is the professional paint contractor. This customer will want various quality levels of paint (depending on customer preference) and will often need to purchase paint in 5-gallon buckets.

• Commercial customers, including maintenance facility and apartment superintendents, will often want the cheapest paint you sell. They also will want to purchase quantities including 5-gallon buckets.

Merchandising

• 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.