



CHOOSING EXTERIOR PAINTS

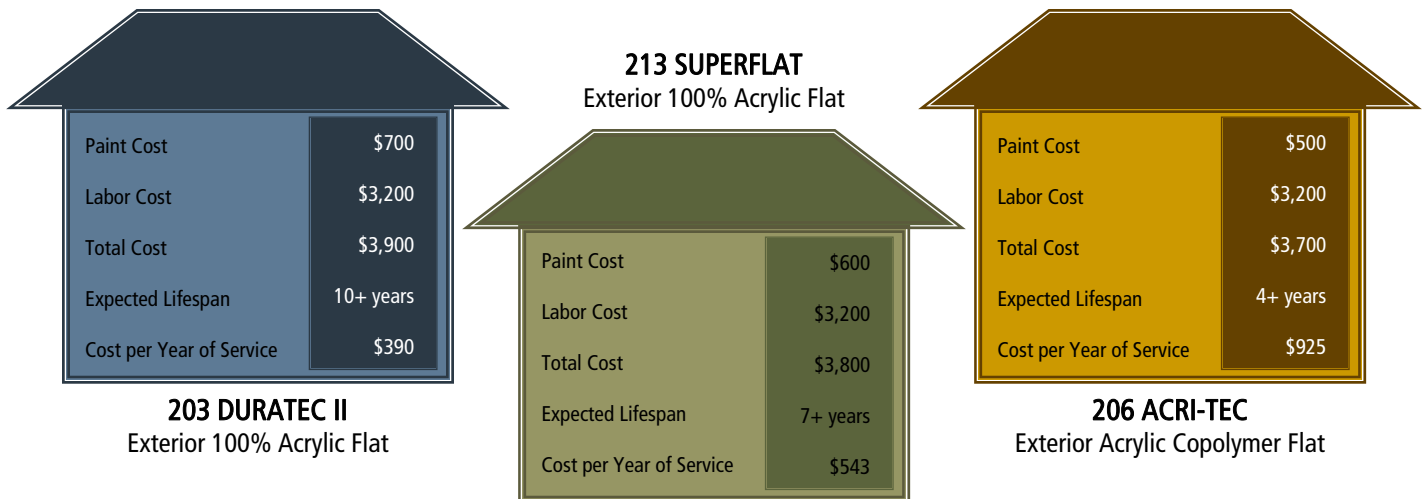
Invest in Quality

When doing exterior painting, an important decision is the quality of paint to be used. High quality paints are designed to produce the best-looking and longest-lasting results. And even though quality paints may cost a little more, they provide a smoother, more uniform appearance, and can add years to the life of a paint job, so they offer more value in the long run.

Here are some of the specific benefits of using high quality paints:

- Better adhesion, so less likely to blister, flake or peel
- Better chalk resistance, so the color lasts longer
- Better dirt resistance, so the paint remains fresh-looking
- Better mildew resistance, so paint wouldn't show unsightly black or brown blotches
- Overall superior durability

To get the true worth of exterior paint, one must look beyond the "cost per gallon" and compare the "cost per year of service." The following illustration shows how upgrading to a higher quality paint is a wise investment. Consider a hypothetical case involving a 3,500 square foot-home requiring 20 gallons of exterior paint. The cost of DURATEC II is slightly higher than that of SUPERFLAT and the cost of SUPERFLAT is only slightly higher than that of ACRI-TEC. The labor cost, which is the biggest cost of the paint job, is the same no matter what paint is applied. But because DURATEC can last up to 10 years or longer, versus about 7 years for SUPERFLAT and 4 years for ACRI-TEC, the cost per year of service is lowest when DURATEC II is used.



NOTE: Expected lifespan shown are typical figures for vertical exposure and for a well-maintained paint system applied to a properly prepared surface that conforms to Frazee specifications. Extreme marine environments, adhesion failure of previous coatings, and substrate damage will result in reduced life expectancies. The technical information supplied herein is solely for informational purposes and based on data believed to be reliable. It is not intended as and does not constitute a warranty.

When it comes to paint, it pays to invest in quality. If you have additional questions, please contact your local Frazee store or sales representative.



(800) 477-9991 • www.frazee.com

