



# The Bead™

FALL '07

A Henkel Newsletter for the Remodeling Trade



## Trend Report

### The TND takes off

As major home builders look to Traditional Neighborhood Development (TND) for better ideas in neighborhood planning, it's clear the TND experiment is going mainstream in the housing industry.

**Looking back.** From the 1980s to the mid-1990s, only a few TNDs were built. Most well-publicized: Celebration, near Orlando, Florida.

**TND traits.** A range of homes, usually featuring front porches and smaller yards, built within walking distance of a town center boasting shops, restaurants, and parks. TNDs are now branching out from the suburbs to heavily concentrate in cities and on former industrial sites.

**Driving the growth.** A lack of available land around many cities, a backlash against sprawling suburbs, and growing frustration with long commutes.

**Looking ahead.** Roughly 500 TND communities have sprouted up across the country. A community planning expert estimates as many as 20% to 30% of all new subdivisions will be TNDs in 10 years. And they are holding their value: Studies show TND homes appreciate 10% to 20% above conventional suburban developments.

**Remodeling in TNDs.** TND homes are more upscale, built with higher-quality materials such as cellular PVC, fiber cement board, and high-end windows. Expect to use premium, maintenance-free products on your projects, which may also have to be "green" like the rest of the house.

## Loctite® Power Grab® sparks envy in hammers

*Instant grabbing saves time and labor*



Loctite® Power Grab® construction adhesive is giving the good, old-fashioned hammer a run for its money. Loctite® Power Grab® is like having another set of hands on the job because it instantly adheres onto vertical surfaces without fasteners, nails, or screws.

With nine times the initial tack of the leading brand, Loctite® Power Grab® is a super-strength, latex-based adhesive that instantly (and with minimal bracing) grabs surfaces to be bonded, yet is repositionable for 15 minutes. It fully cures after 24 hours, ready to sand or paint.

Ideal applications include chair rails, door and window trim, wainscoting, cabinets, crown molding, and drywall.

"We've put fifty years of Loctite® brand experience and innovation into Loctite® Power Grab®," says Scott Jackson, Senior Category

Manager for Henkel Corporation.

"The majority of construction adhesives are solvent-based products that are a chore to clean up and have a strong smell. Loctite® Power Grab® is a low-odor, latex-based adhesive with a heavy-duty tack, yet it cleans up easily with water, saving time and money on the job."

**BY THE NUMBERS**  
**430 tons:**  
Reduction of solvent emissions in the U.S. from the amount of Power Grab® sold in 2006, versus a solvent-based equivalent amount of adhesive.

Source: Henkel Corporation

Loctite® Power Grab® is also an environmentally-friendly alternative, a key criteria as regulators continue to restrict the use of solvents in construction materials. It's VOC-compliant and meets the U.S. Green Building Council's rating criteria, providing a high-strength bonding solution for green remodelers and their discerning clientele without sacrificing performance.

*Loctite® Power Grab® is sold at thousands of retail locations, including Lowe's, Home Depot, Ace Hardware, and True Value.*

Visit [www.loctiteproducts.com](http://www.loctiteproducts.com) or contact Contractor Relations at 800-321-0253 for more information.



### The Loctite® Power Grab® Product Line

- Loctite® Power Grab® All-Purpose
- Loctite® Power Grab® Heavy Duty
- Loctite® Power Grab® Tub Surround  
*A popular adhesive for remodelers because it can adhere without bracing, is heat and steam resistant, and leaves no burn-through or etching.*
- Loctite® Power Grab® Paneling & Drywall
- Loctite® Power Grab® Foamboard & Ceiling Tile.

For more information, visit [www.loctiteproducts.com](http://www.loctiteproducts.com).

# Energy efficiency is top of mind

According to Harvard researchers, one third of homes are at least 45 years old and homeowners are craving to make these old homes more energy-efficient. When you factor in the onset of winter for much of the country, remodelers have the opportunity to add insulation, replace windows, and do many other energy-efficient weatherization tasks homeowners don't have the ability or the time to do themselves.

### Why does your customer want to be more energy efficient?

Is it because they want to save money? Show them exactly how much they can save at the Home Energy Saver website, <http://hes.lbl.gov/>. Simply type in a zip code and see the cost savings of energy efficiency. Or steer them to [www.energystar.gov](http://www.energystar.gov), where they can research the tax credits gained from their home improvements.

Concerned about the environment? Show them the green construction products you use, including OSI® GreenSeries®. Perhaps they want to calculate their carbon footprint at [www.carbonfootprint.com](http://www.carbonfootprint.com), which stresses the big role their home's energy efficiency plays in the calculation.

Or is it a comfort thing? Show them all the ways you can seal the air leaks in their home, from the front door to the electric outlets. Any weatherization efforts will help reduce drafts and increase comfort.

**61.1%**  
Percentage of homeowners who identified energy efficiency as the single most important quality of their windows.

Source:  
Simontron  
Windows

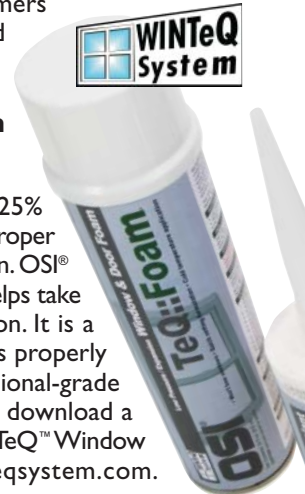
BY THE NUMBERS

### Don't forget the driveway!

Offer to fill those cracks in a driveway with PL® Self-Leveling Concrete Crack Sealant. Remind customers cracks allow water in, which freezes and lifts, causing more cracks and problems.

### Proper window installation with OSI® WINTeQ™ System

Windows alone can account for up to 25% of total heat loss from a home, and their proper installation is what minimizes air infiltration. OSI® WINTeQ™ Window Installation System helps take the guesswork out of window installation. It is a complete system to help install windows properly and easily with three compatible, professional-grade products – flashing, sealant, and foam. To download a video or find out where to buy OSI® WINTeQ™ Window Installation System, go to [www.winteqsystem.com](http://www.winteqsystem.com).



## Ask Billy

### The case for OSI® Pro-Series® QUAD™ and the place for polyurethane

Dear Billy,

*In what applications would OSI® Pro-Series® QUAD™ Advanced Formula Sealant be better suited than traditional polyurethane sealants?*

Signed: In A Quandary

Dear Quandary,

You're smart to wonder if QUAD™ sealant isn't a better choice these days, especially when it can save time and labor on the job.

QUAD™ Advanced Formula Sealant is a premium block co-polymer sealant that was developed specifically for siding and window applications and is excellent on fiber cement, vinyl, wood, aluminum, and more. It cures by the release (or evaporation) of solvent, which means when cured, QUAD™ sealant will shrink slightly and create a concave bead. To obtain this appearance with polyurethane, it would be necessary to tool the sealant. Self-tooling saves a lot of time and is not as messy. Unlike polyurethane, which tends to fade and chalk after a few years, QUAD™ sealant has excellent UV stability, making it a better choice when used on

siding or around doors and windows on residential structures. QUAD™ sealant is also available in over 150 colors, ready to match almost every color used by siding manufacturers. Polyurethanes, on the other hand, have a limited color palette.

But there is a place for polyurethanes, which are noted for their excellent adhesion to concrete and masonry products. Because they are flexible and abrasion-resistant, polyurethanes are a terrific choice for concrete expansion joints, like the ones you'll find on masonry walls, driveways, and sidewalks.

Finally, consider the weather. Don't let the winter snow ruin a good day on the job. Polyurethane is temperature-sensitive and is difficult to use in colder temperatures. QUAD™ sealant's proprietary blend of rubbers allows it to be used at much lower temperatures.

Stickin' with you on the job,

*Billy*

Got a question for Billy?  
Email him at [Bill.Longo@us.henkel.com](mailto:Bill.Longo@us.henkel.com).



With 28 years of experience, Bill Longo is Henkel's go-to guy for caulks, sealants, and adhesives. Like QUAD™ sealant, he does not fade or chalk, but his paintability is definitely questionable.

# Fix your **bad** selling habits

Mark Richardson, president of Case Design/Remodeling and Case Handyman, has seen his share of bad selling habits in the remodeling industry. Here are three common sales mistakes Richardson sees regularly, plus ways you can fix them right now.

## 1 Talking yourself out of the sale.

If you don't listen, you don't hear homeowners talk about their problems and ideas. Richardson says the 80/20 rule applies: Spend some time talking about your company, but spend 80% of your time listening.

## 2 Not having all the decision makers at the first meeting.

Your close rate drops by more than 50% if both the husband and wife are not at the initial meeting with you. Stress to your customer that for them to be 100% satisfied, the contractor needs to meet with 100% of the clients.

## 3 Never asking for the business.

Just because you're at the initial visit doesn't mean the prospect knows you're really interested in the job. Express passion, enthusiasm, and a genuine desire to work on the project – then ask for the job.

## Remodeling teleconference series now online

Case Design and Remodeling Magazine's Teleconference Series is now online and available for download, an especially convenient feature now that the busy season is upon us. Simply go to [www.CaseDesign.com](http://www.CaseDesign.com), click on "Idea Center" and choose the "Teleconference" option.

Teleconferences available include "The 10-Point Business Fitness Check-Up," "Happy Growth Equals a Happy Business," and "Top 10 Remodeling Industry Trends for 2007." Each teleconference is approximately 40-45 minutes.

Henkel is proud to co-sponsor the series with other leading industry suppliers.

# Join us in Vegas! THE REMODELING SHOW OCTOBER 10-12, 2007



In October, we'll welcome over 10,000 remodelers, contractors, and builders to the Henkel Corporation booth (#8071), where we'll be displaying our innovative adhesives and sealants that help you get the job done right the first time. When you stop by, we'll give you a demo of our exclusive OSI® WINTeQ™ Window Installation System and preview exciting products from our Loctite®, OSI® Pro-Series®, and OSI® GreenSeries® brands.

### No ticket? No problem!

How much do we want to see you at The Remodeling Show? We'll give you free admission ticket! Just email [Theresa.Eloff@us.henkel.com](mailto:Theresa.Eloff@us.henkel.com) before September 10, put "Free Remodeling Show Ticket" in the subject line, and Theresa will send you one, while supplies last. Be sure to include your name, company name and address so Theresa knows where to send the tickets.



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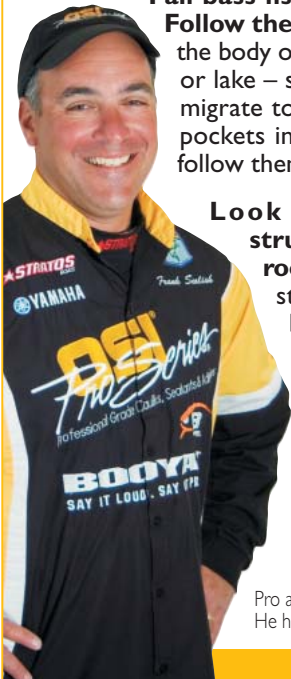
## INSIDE THIS ISSUE OF **Henkel The Bead™**

- **Loctite® Power Grab®**
- **Energy Efficiency**
- **Better Selling Habits**
- **See you in Vegas!**

## Off the Clock

### Fishing with Frank

#### Follow the baitfish to find bass this fall



**Fall bass fishing has a simple rule: Follow the baitfish.** No matter what the body of water is – river, reservoir, or lake – shad and other baitfish will migrate to the creek backs and lake pockets in the fall, and the bass will follow them.

**Look for any cover or structural irregularity like rock pile or brush.** Shad will stop there to feed and the bass will use the irregularity to hide from – then ambush their prey. Intercept the bass by fishing between the shad dimpling the surface and the intermediate water.

**After a rain, seek the run-off ditches.** Shad will congregate in these nutrient-rich waters filled with the zooplankton and phytoplankton that shad love to eat. Find the shad, find the bass.

**Pick a lure that imitates baitfish.** Rattle baits (like Rattle Spot), top water baits (like Crazy Shad, one of my personal favorites because it sounds like shad flipping on the water), and jerk baits (like Excalibur Stick Bait) are good lures to try besides the obvious spinner baits.

**Worried about cooler temperatures?** Don't be, because the fish aren't. They won't go into their winter pattern until November. By then, we'll be talking ice fishing for crappie and perch.

Good Fishing! *Frank*

Pro angler Frank Scalish is on the 2007 Elite Series Bassmaster Tournament Trail. He has been sponsored by OSI® Pro-Series® since 2003.

For more information, visit [www.osiproseries.com/frank-scalish](http://www.osiproseries.com/frank-scalish).



#### Is the roll of Duck® brand duct tape in your garage worth \$5,000?

It just might be. If Duck® brand duct tape saved your day, and you're willing to share your story, then you are well on your way to competing for the top prize in the Duck® brand Duct Tape Saves the Day promotion. For complete rules, visit [www.ducktapesavestheday.com](http://www.ducktapesavestheday.com), and submit your story by December 31, 2007. Winners will be announced on or around January 15, 2008. The first place winner will be awarded \$5,000, as well as (what else?) a year's supply of Duck® brand duct tape.