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# The Bead™

SUMMER  
'07

A Henkel Newsletter for the Remodeling Trade




## THE SUMMER ISSUE OF Henkel The Bead™

### Off the Clock

## Fishing with Frank

### Summer fishing for bass, crappie, and catfish

#### Bass

It's time to leave the bank to find the best fish. Look for structural elements not connected to the shoreline where bass like to hide – secondary creek channels, underwater islands, or any irregularity that will give fish a sense of security. They will be in the deeper water, from eight to 30 feet. If the water is clear, fish for bass in the deeper of those depths.

#### Crappie

Unlike bass, crappie have a tendency to group in vertical columns, and you will see them as “taller” rather than “wider” on your depth finder, usually off the edge of a break.

Use a slip bobber, setting the bobber stop at a 10-foot depth and drifting the minnow into the school.

#### Catfish

Did you know that about half of a catfish's body is taste buds? They have them on their cheeks, on the lateral line of their body, and even on those famous whiskers. They smell and taste bait from farther distances than other fish, but you still need to be in their vicinity. Unlike bass and crappie, don't look for catfish off of a break, but instead on the flat leading to the break.

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, a year after he was named Rookie of the Year on the BASS Pro Tour.

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

## Join our panel of experts

Join Henkel's exclusive panel of expert contractors to help us develop new products.

Log on to: [www.viewpointforum.com/henkel.cgi/7](http://www.viewpointforum.com/henkel.cgi/7) to complete a brief registration survey. After that, we'll email you an online survey that takes only 5-10 minutes to complete. To thank you for your time and input, we'll send you a FREE bottle of Loctite® Sumo™ Glue just for registering.

Thanks, and we look forward to hearing what you think!



## Trend Report

The buzz is building on some big trends shaping the way we live in our homes. This issue of *The Bead* addresses these trends, to help you tap into their potential to keep growing your business.

**Aging-In-Place.** The swelling ranks of the 60-plus age group in America are saying they to want to remain in their own homes as they age, and now they need remodelers to adapt them to their aging needs. Consider the National Association of Home Builders' three-day CAPS (Certified Aging-In-Place Specialist) program. The NAHB says it's the fastest-growing course in the fastest-growing segment of the industry, a chance to learn the technical, business management, and customer service skills needed to compete for aging baby boomers' business. But whatever you do, don't call these customers “seniors.” They are “active adults.”

**DIFM: Do It For Me.** Time-starved people are looking to contractors to do the home repairs and maintenance projects they just can't fit into their busy schedules. These smaller jobs can provide a steady income and keep you in contact with your best customers between big projects. Anytime you cross something off their “to-do” list, you're the hero. (Cape optional.)

**Outdoor Living.** In a recent spring advertisement, Wal-Mart told consumers to “Think of your yard as a 5,000 square foot living room.” Remember there is another major “room” in the house to upgrade for your customers, complete with patios, fire pits, privacy fencing, ponds, outdoor bars, and more. For affluent customers, it may also mean another high-end kitchen outside, in addition to the one (or two?) inside.

## Painter's Mate Green® delivers the performance of blue at a price more like beige

Still using beige masking tape because you don't want to overspend on blue painter's tape? Then it's time to go green! **Painter's Mate Green®** Painter's Tape, the number one painting tape in Canada, is now widely available in the U.S., bringing the same superior performance, excellent value, and unique green color that made it a hit with painters and remodelers up north.

**Painter's Mate Green** removes cleanly and without surface damage, thanks to a unique adhesive formula that adapts to whatever it's applied to.

“**Painter's Mate Green** has the sticking strength painters need on robust surfaces like glass, yet also lightly adheres on more delicate surfaces like painted drywall,” says Laetitia Kasl, Henkel's product expert on painting tapes. “It's also UV resistant, so it can withstand direct sunlight without leaving behind a residue.”

With its high-quality crepe paper, **Painter's Mate Green** also conforms better to non-straight surfaces and curvy contours. As a result, the tape forms a tight seal to prevent seepage, resulting in clean, straight paint lines for a job done right the first time.

A professional-grade tape that can stay up for eight days, **Painter's Mate Green** Painter's Tape is safe to use with all paints, as well as with most lacquers and varnishes. As for price, contractors can expect to save up to 40% versus buying the leading national blue tape brand.

**Painter's Mate Green** is sold at Ace Hardware and other retailers.



### Painting tip for your customers: Be bold!

Professional color forecasters predict the use of darker, deeper colors in 2007, for both interior rooms and exterior accents, like shutters, door, and trim. Even the neutral colors are packing more punch. Lavender, dubbed “the new beige” by interior designers, is the hot neutral right now.

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

Source: Hearth, Patio & Barbecue Association

**17 million:**  
The record number of grills shipped in 2006, up 15 percent from 2005.

## Outdoor living rooms hold their own with PL<sup>®</sup> Landscape Block Adhesive



America's new favorite room in the house is not even in the house. The outdoor living room has taken America by storm, and homeowners are not content anymore to gather around a redwood picnic table on a concrete slab. They now want to create an outdoor living space that is as comfortable and full of amenities as their indoor rooms, complete with outdoor kitchens, fireplaces, bars, sound systems, waterfalls, and more.

walls, stairs, and even elaborate lighting columns are just a few of the many popular requests for jobs.

Good thing we have the product to hold it all together: PL<sup>®</sup> Landscape Block Adhesive. Designed for quick and easy application, PL Landscape Block Adhesive is flexible and can be applied to wet or frozen surfaces. It adheres to brick, stone, timbers, concrete, metal, and wood. It takes 24 hours for PL Landscape Block Adhesive to set and seven days for a full cure.

To achieve their customers' vision of the perfect outdoor living room, remodelers will use a lot of landscape blocks and cement pavers. Patios, retaining

PL Landscape Block Adhesive is sold at Lowe's, Home Depot, and other retailers.

**TIP:** One 10.2-ounce cartridge of PL Landscape Block Adhesive will cover approximately 16 blocks.

WWW.STICKWITHPL.COM • Contractor Relations: 800-321-0253

## Attack a project with Sumo<sup>™</sup> Glue

A longtime customer calls on Thursday night. He's on his way out of town and his wife wants a new wooden garden arbor built. Can you do it? By Saturday? In time for a baby shower she's hosting?

that goes (and stays) where you put it and is in an innovative bottle featuring a flat side (no more rolling off the workspace!), an extended nozzle, and a storage spot for the cap.

No problem, because you have a sumo master on your side. Loctite<sup>®</sup> Sumo<sup>™</sup> Glue is the heavy-duty polyurethane glue that bonds strong and sets fast. How fast? The clamps come off in 30 minutes, not 90 minutes like the others.

With Sumo Glue, you'll show any project – and a tight deadline – no mercy. After all, you've got a Sumo Master in your toolbox.

Sumo Glue is less foaming than typical polyurethanes and dries translucent/white for a cleaner, more professional look that's ready to sand, paint, or stain. It's a 100% waterproof glue with a thicker formulation

Sumo Glue is sold at 17,000 retail locations, including Lowe's, Ace Hardware, Sears, and Target.

**TRY!** Sign up for our panel of experts on page 4 and receive a free bottle of Sumo Glue.



WWW.SUMOGLUE.COM • Contractor Relations: 800-321-0253

## The Color Leader

### OSI<sup>®</sup> Pro-Series<sup>®</sup> sealants match the newest siding and window colors

Whether your customer chose Portsmouth Blue or Nantucket Gray for their new siding, you don't have to guess which of the 200-plus colors of OSI<sup>®</sup> Pro-Series<sup>®</sup> Quad<sup>™</sup> Window, Siding, Gutter & Roofing sealant matches perfectly. Using the Color Cross Reference database on our website ([www.osiproseries.com/osiccr/](http://www.osiproseries.com/osiccr/)), simply select the siding manufacturer and color, then instantly receive the number of the matching Quad sealant. Series Quad sealant is a unique multi-polymer formula that stays flexible in hot or cold

and can even be easily extruded in cold temperatures for year-round use.

OSI Pro-Series Quad Window, Siding, Gutter & Roofing sealants are sold at Home Depot, Lowe's, Sears, and other retailers.



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## Management Momentum

### Staying optimistic in a slump

We've all heard the bad news. The housing market is in a slump and it just might get worse before it gets better. So how do you stay optimistic in the face of this downturn?

• **Choose optimism.** In general, optimists get depressed less often, make more money, have happier marriages, and a Dutch study even revealed they live longer. Researchers say optimism is 25 percent inherited and the rest is up to you. An easy tip? Fake it. One study found that participants who acted more assertive and energetic – even if they didn't feel like it – actually felt happier after the experiment. Also: Laugh, exercise, help others, and track the good things that happen.

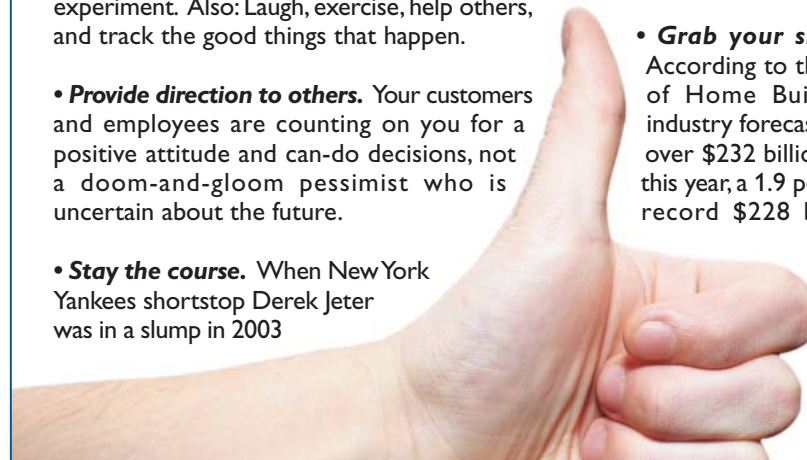
• **Provide direction to others.** Your customers and employees are counting on you for a positive attitude and can-do decisions, not a doom-and-gloom pessimist who is uncertain about the future.

• **Stay the course.** When New York Yankees shortstop Derek Jeter was in a slump in 2003

after failing to get a hit in 32 consecutive at-bats, he reminded himself that a slump is just a statistical flat period and the odds would eventually return to his favor. Jeter stuck to his routines, playing every game and resisting the urge to take time off, and he kept the negative emotions at bay. "I don't like to see it when a guy's doing well and he's joking with everybody, and when things go bad, he doesn't want to talk to anybody," says Jeter.

• **Grab your share of \$232 billion.** According to the National Association of Home Builders' (NAHB) 2007 industry forecast, Americans will spend over \$232 billion on home remodeling this year, a 1.9 percent increase over the record \$228 billion spent in 2006.

Remodeling continues to show strength. Are you strong enough to grab your share of a growing market?



## 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.



## The Green Scene

### Pick your green strategy



"Green" is a hot buzzword. However, if you are picking a strategy on how to sell customers on your green construction practices of protecting the environment through energy-efficiency, resource management, and improving indoor air quality, just saying "green" may not be the way to go. Experts say "energy efficiency" is your best bet. For other customers, it will resonate as "high performance."

For many customers, it will come down to health. Green remodeling improves indoor air quality, a concern for everyone, particularly for families coping with loved ones afflicted with asthma or allergies. One simple way to protect indoor air quality is to stock and use low-emitting products that won't contaminate indoor air.

**BY THE NUMBERS**  
**40%**  
Percentage of green homeowners who used green products or materials for a recent remodeling or renovation project.

**BY THE NUMBERS**  
**20%**  
Increase from 2005 to 2006 in builders "dedicated to green-building issues." It's expected to grow by another 30% this year and industry analysts expect in the future, builders involved in green building will outnumber those who aren't.

Source: McGraw-Hill Construction and the National Association of Home Builders, 2007.

GreenSeries<sup>™</sup> for green building



### Four OSI<sup>®</sup> GreenSeries<sup>™</sup> products are GREENGUARD Indoor Air Quality Certified<sup>®</sup>

We're proud to announce four OSI GreenSeries products meet rigorous low-emitting standards, having been tested and GREENGUARD Indoor Air Quality Certified by the GREENGUARD Environmental Institute, an independent non-profit organization that works to clear up the confusion (and clear the air) about low-emitting products. They are:

- OSI<sup>®</sup> GreenSeries<sup>™</sup> Acrylic Urethane Indoor/Outdoor Sealant
- OSI<sup>®</sup> GreenSeries<sup>™</sup> High Performance Subfloor & Deck Adhesive
- OSI<sup>®</sup> GreenSeries<sup>™</sup> Drywall & Panel Construction Adhesive
- OSI<sup>®</sup> GreenSeries<sup>™</sup> Flameseal<sup>®</sup> Fire, Smoke & Draft Stop Sealant

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