



The Bead™

SUMMER '08

A Henkel Newsletter for the Remodeling Trade



Trend Report

Be on guard for the greenwash

More companies than ever are embracing sustainable behavior, marketing green products to a public eager to make an environmental difference. However, some Earth-friendly claims have misleading statements.

It's a "greenwash." That's the word used to describe a product or company that issues misleading environmental information or exaggerates its environmental benefits.

Signs of greenwashing. Not being independently certified by a trusted third party or outside expert. Not enough accurate information on the package. No proof of its claims. Citing bogus certifications. Making a claim that all others in the product category can make.

Know your terms. For example, VOCs (or Volatile Organic Compounds) can be harmful if inhaled and are emitted by many solvents and adhesives. What's the difference between VOC-compliant and low-VOC? A lot, it turns out. Low-VOC products actually meet stringent indoor air quality standards. If a product is VOC-compliant, it still contaminates the air, but just in slightly lower amounts. If you're striving to meet green standards, look for low-VOC products.

Connect the dots. Henkel assures you that OSI® GreenSeries® adhesives and sealants, the only full line of green adhesives and sealants in the U.S., are not a greenwash. All OSI® GreenSeries® adhesives and sealants are low-VOC, plus they are independently tested and certified by the Greenguard® Environmental Institute.

A sealant that stays mold-free for 5 years? That's Polyseamseal® Ever Bright™ Active Silicone Sealant

Bathroom and kitchen mold has finally met its match.

Polyseamseal® Ever Bright™ Active Silicone Sealant is the first proprietary silicone kitchen and bath sealant created with Henkel's most powerful mold-inhibiting ingredients yet, which continuously prevent mold from adhering to the cured sealant, resisting the spread of mold and inhibiting its growth for a full five years.

Unlike ordinary antimicrobial sealants that become ineffective over time, Polyseamseal® Ever Bright™ Active Silicone Sealant is a 100% silicone sealant that boasts a triple-action protection formula to continuously combat mold growth on the cured seal for five years.

"When remodelers and contractors use Polyseamseal® Ever Bright™ Active Silicone Sealant, they don't have to re-caulk yearly. That means savings in sealant, labor, and down time," said Irene Williams, Senior Category Manager for Polyseamseal® interior sealants.

Polyseamseal® Ever Bright™ Active Silicone Sealant is the newest addition to Henkel's Enhanced Silicone Technology sealants, which offer speed, longevity, and unparalleled performance. Another product in the line, Polyseamseal® Speed Seal™ Silicone Sealant, recently received the following industry accolades:

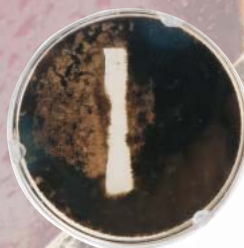
- "100 Best New Products" by Professional Builder;
- The MVP Award from Building Products; and
- Member-tested and recommended by Handyman.

Polyseamseal® Ever Bright™ Active Silicone Sealant is available in white in a 10-ounce plastic cartridge with a detachable nozzle for a suggested price of \$9.99 at Lowe's and fine hardware stores.

Got a question about Enhanced Silicone Technology for Irene Williams? E-mail her at Irene.Williams@us.henkel.com.



Mold Formulation Test Results



Traditional kitchen and bath silicone



Polyseamseal® Ever Bright™ Active Silicone Sealant

Testing simulated 3,000 shower cycles – the approximate number of showers a four-person household would take in five years.

Tips & Tricks

Simplify caulking and achieve a perfect bead every time

The triple-layered tape in Polyseamseal® Tub & Tile Masking Tape guides users into a straight and even bead with no mess or guesswork. Featuring pre-measured gaps that offer two bead-size options, Polyseamseal® Tub & Tile Masking Tape is ideal for tubs and showers. It can also be used to caulk backsplashes, sinks, countertops, windows, and doors.



1 Peel off the top layer, exposing the yellow inner tape and larger white release liner.



2 Apply tape yellow side down to the tub surface, flush with the adjoining wall.



3 Once aligned, pull off the white release liner at a 75-degree angle, exposing the yellow tape. The area not covered by the yellow tape forms a perfect gap over the joint to be caulked.



4 Apply caulk. Smooth bead to desired finish.



5 Immediately peel off yellow tape and dispose of it.

www.polyseamseal.com

Tip: A 35' roll of Polyseamseal® Tub & Tile Masking Tape = One standard size bathtub

Join us in Baltimore!

THE REMODELING SHOW
SEPTEMBER 10-12, 2008
BALTIMORE



We'll be welcoming over 10,000 remodelers, contractors, and builders to the Henkel Corporation booth (#1622), providing exclusive previews and demonstrations of our innovative adhesives and sealants that get your problem solved. See you there!



Bill Longo is Henkel's go-to guy for caulks, sealants, and adhesives. Having helped him program his cell phone, his teenage children will be impressed he knows a thing or two about advancements in technology.

Ask Billy

New technology makes choosing foam over fiberglass an easy decision

Dear Billy,

I've been in the window installation business for many years and have seen the use of polyurethane foam come and go several times. I tried the foam and liked it. However, I found that the window manufacturers would void the window warranty if I used it. I then return to the old standby, fiberglass insulation, to seal the gaps around windows. It now appears that there is a new resurgence in the use of polyurethane foams for installing windows. What gives, Bill?

Signed: *Befuddled About Foam*

Dear Befuddled,

You are correct that there has been an on-again, off-again relationship in the window industry with polyurethane foam. The best way to explain the fickle relationship is three words: Advancements in technology.

When first introduced to the window installation industry back in the early 1970s, the technology was high-expanding polyurethane foam. After an epidemic of inoperable installed windows, the industry surmised that high-expansion foam was the cause and the window manufacturers took their stance against foam use. Installers went back to chinking in fiberglass insulation around the windows.

With the conventional thinking that high-expansion foam bowed the windows, it was only logical that low-expansion foam was then developed. Once again, the problem occurred. Everyone went back to fiberglass insulation.

Today, we now know and have adequate test data to prove that it was the pressure that built up within the foam for curing – not the expansion – that caused the bowing. The polyurethane foam that is acceptable for use around windows is low-pressure and low-expansion closed-cell foam, products such as Henkel's own TeQ::Foam™ Window and Door Foam, from the OSI® WINTeQ™ Window Installation System. Finally, the industry has polyurethane foam it can count on. Windows are not bowing or warping, and window manufacturers are not voiding warranties for installers who use it.

History lesson over. Let's discuss its benefits. Besides ease of use, another reason to use polyurethane foam is that it seals out water and air. In fact, polyurethane foam has an R-value of approximately 5 for a 1" bead, increasing the overall energy efficiency of the installed window. On the other hand, fiberglass insulation does not seal out air and moisture, and actually will retain moisture if water gets into the opening, creating an environment for mold and mildew to grow. Think back to the last replacement window job you did. What color was the fiberglass insulation around the window? I bet it was black. The insulation turned black because it was filtering air in and out of the house for the past 15-plus years.

So, Befuddled, use polyurethane foam with confidence and share its benefits with your customers. They, like you, have another reason to thank technology for improving the way we live and work.

Stickin' with you on the job,

Billy

Got a question for Billy?

E-mail him at Bill.Longo@us.henkel.com.

Get a grip on growth

If your remodeling business has suddenly transformed from a mom-and-pop operation to a thriving company with surging sales, it can be a struggle to keep up with rapid growth, especially when it comes to management and leadership. Here are a few tips from other successful remodelers to help you get a grip:

Communicate a lot – and then some more. To help staff feel unified and educated, gather them regularly – weekly, if possible. Go over active and future jobs, give updates on company sales and goals, do training and education with help from suppliers like Henkel, and introduce new employees.

Speaking of employees... Nip problems in the bud. Clearly defined job titles can eliminate confusion and resentment, both on the job site and in the home office. Explain every new hire's role and responsibilities to the rest of the team. If you don't have an employee handbook, go online to search for a template, edit it for your company specifics, then have a lawyer review your final draft before distributing it to employees.

Know when to do nothing. Don't chase growth, especially if it doesn't align with your target market. Although it's a huge entity now, eBay had only 30 employees when CEO Meg Whitman joined the company. She fought off the temptation to pursue the business-to-business market in the company's early years, instead sticking to what she did best and her customers loved most – collectibles and the consumer market. She adheres to the slogan: "Play good golf." It means play your own game without distraction.



5 Questions... for Bill Owens

12345

1. Why do you focus so much on the customer's experience?

Years ago, I was at a seminar and heard a great piece of advice: To have a client for life – a person who will be the source of an unqualified referral – the challenge is to provide both the outcome (the quality of the work you've done) and the experience. A really easy way to explain good experience is good bedside manner. We all know how we want our doctor to act. Remodelers need to behave just as professionally and courteously. For many folks, a major remodel is one of the biggest expenses of their lives. They spend more money with their remodeler than they do with their lawyer, accountant, or doctor, yet their experience is not nearly as enjoyable or professional. For the most part, it's simple things, like not being late, cleaning up messes, and asking how they prefer communication during the project.

2. How many classes do you teach for NAHB, and what are the advantages for remodelers to take them?

I teach about 10-12 different classes. I believe that if you are saying you are a professional, then it's contradictory in any profession not to continue your education. Most of my students have been in the business over ten years before they start taking classes. We assume they know the sticks and bricks, and we concentrate heavily on business management training.

3. How does a small company prioritize education in this down economy?

It's tough, because the first priority is to stay in business and maintain income. You get in a survival mode to meet monthly

expenses, but you have to balance that. Instead of training one day a month, you do training one day every two months. Professional development can't stop altogether or you get on to dangerous ground.

4. What trends do you see transforming the industry?

Green building is considered a trend now, but I think in 5-7 years it will be mainstream and expected. Aging-in-place and universal design are definitely opportunities for unique propositions for many remodelers, and unique propositions are essential in this market. The phones are just not ringing. You have to work hard to get the phone to ring, do a lot of networking in chambers of commerce, churches, schools, and social events – really get your face out there. Sales is one thing, but marketing to find those prospects to sell to is a challenge a lot of remodelers haven't had to face until very recently.

5. How do you find time to relax, what with running your own company and teaching as much as you do?

I love to travel, and I'm fortunate that what I do for NAHB lets me mix business with travel. We have a home on Lake Erie, near Port Clinton, so my family spends a lot of weekends there. Our main home is an old Victorian farm house originally built in 1876. We're putting on a big addition that is utilizing many best practices in universal design and green building. It's not quite a lab, but it's been good to execute many of those practices in my own home first, then use it as an example to customers of what can be done. That addition has definitely been one of my pastimes!



When it comes to a commitment to education, Bill Owens walks the walk and talks the talk. The owner of Owens Construction in Columbus, Ohio, Owens believes educational pursuit is a journey, not a destination. He takes and teaches NAHB classes, and he has made education the cornerstone of staff development at his six-employee company. The results are clear: Owens Construction is a three-time Building Industry Association Remodeler of the Year. Owens credits the company's success on its credibility, longevity, and giving the customer a good experience.



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Off the Clock

Fishing with Frank

For good summer fishing, find the best water – to drink



It's the dog days of summer, when the heat, humidity, and blazing sun take their toll. Unfortunately, I've seen dehydration and poor nutrition ruin many good days of fishing. For some folks, it will result in sunstroke. For others, dehydration will cause them to fish poorly, mostly because they can't concentrate. I like

pizza and beer as much as the next guy, but here's what I do to stay healthy (and catch more fish) when the mercury climbs.

Drink water –before you leave the dock and lots throughout the day.

In the summer, I tell everyone on my boat to drink a bottle of water before we even leave the dock. If you wait until you're thirsty, game over. You're already dehydrated and you'll never catch up. For a day of fishing, I take eight or nine bottles of water and one

bottle of Gatorade (or another sports drink) just for me, enough for about 16 ounces an hour. If I can, I freeze the water the night before, so it thaws throughout the day.

Colas and energy drinks don't count.

The most common mistake people make is to drink these instead of water. I'm a coffee fanatic, but I don't recommend anything with caffeine or sugar on the boat – you'll get a big charge of energy, then crash hard. Stay away from liquid garbage.

Speaking of garbage....

That means candy bars, too, or any other food that won't fuel you properly – like pizza or junk food. When the fish are really biting, I don't have time to mess around with food that won't keep me going. I stick with protein, especially nuts like almonds, peanuts, or cashews. If time is really tight, I'll reach for a protein or meal supplement bar. Best lunch? A peanut butter sandwich. That's why survival kits always have peanut butter – it's a damn near-perfect food.

Sponsored by OSI since 2003, pro angler Frank Scalish competes on the Bassmaster Southern Opens and the FLW BP Eastern Series tournament tours.

Good Fishing! *Frank*

For more information, visit www.osiproseries.com/frank-scalish.

Free t-shirt!



Special t-shirt offer, just for The Bead readers! To receive your free t-shirt (size XL), just e-mail Paula Sabol at paula.sabol@us.henkel.com. Put "The Bead free t-shirt" in the subject line and provide your name and address. Paula will hook you up, while supplies last!