



The Bead™

WINTER '08

A Henkel Newsletter for the Remodeling Trade



Trend Report

Building envelope legislation

If you work on roofs, walls, windows, or doors, legislation in place in some states and brewing in others could change how you do your job.

The building envelope. Defined generally as the separation between the interior and the exterior environments of a building, the term encompasses the roof, walls, windows, doors, and any other part of a home that connects the inside to the outside.

What's the fuss? Citing research by their own actuaries, the state of Oregon reports that building envelope issues are the most common source of construction defects. The state has experienced a rash of construction litigation and steadily increasing liability-insurance premiums from moisture leaks – 78% of reported claims involved water intrusion and 75% involved the building envelope.

Legislators take notice. In response, the Oregon legislature is considering competency training and certification for builders and subcontractors who work on any part of a building envelope, plus requiring continuing education. Those are standards already in place in Alaska, Florida, Minnesota, and Utah. Certification or proof of competency is required in Arizona, California, Hawaii, Nevada, North Carolina, Tennessee, and Virginia.

Connecting the dots. Take advantage of continuing education offered by companies like Henkel. We train and certify installers of our OSI® WINTeQ™ Window Installation System.

Shower in Two Hours with Polyseamseal® EST™ Speed Seal™

A long cure time can slow a job to a turtle's pace. Now an innovative, ultra-fast drying silicone sealant can withstand water in just two hours, reducing inconvenience for customers and saving time for contractors.

Polyseamseal® EST™ Speed Seal™ is a 100% silicone sealant featuring enhanced silicone technology, an ultra-fast dry system that forms a flexible, watertight seal in just two hours, dramatically shortening the waiting time to use a newly-sealed bathroom or kitchen. It replaces traditional sealants that require a minimum of 24 hours prior to water exposure.

Michael Fay, owner of Mr. Handyman of Cleveland's Northwest Suburbs, has been using the product with success.

"Polyseamseal® EST™ Speed Seal™ is great," says Fay. "It's gratifying to know we have a fast-drying caulk, especially when a customer has only one bathroom. They can use a shower or sink after just two hours, yet I know the caulk has bonded and I won't have a call-back. The mold-resistant properties are fantastic, too."

Irene Williams, Speed Seal™ product manager for Henkel, worked with Fay and others to develop

a product that fits the needs of remodelers and their customers.

"With such a speedy cure time, the Speed Seal™ silicone system saves time for remodelers and is much more convenient for their customers. For private homeowners, this is especially important considering 53% of U.S. households have 1.5 or fewer bathrooms. For commercial clients, such as restaurants or hotels, this means no downtime of their essential facilities," says Williams.

Resistant to mold and mildew, Polyseamseal® EST™ Speed Seal™ is available in white and clear to match décor and can be purchased in a 10-ounce plastic cartridge at Lowe's Home Improvement Warehouse (suggested retail price: \$8.99).



FREE T-SHIRT!

Receive a free "Your Shower... in 2 Hours" Polyseamseal® EST™ Speed Seal™ t-shirt (size XL) by emailing Anita Simkovich at anita.simkovich@us.henkel.com. Put "Free t-shirt" in the subject line and provide your name and address. Anita will hook you up, while supplies last!



Launched at The Remodeling Show in October, Polyseamseal® EST™ Speed Seal™ made a splash with remodelers – and not just because a woman dressed in a towel was singing "Caulk-E-Oke" with the crowd. Showgoers had a chance to sample Speed Seal™ between songs.

Loctite® Universal T.A.C.™ Construction Adhesive

- Strong like a polyurethane
- Waterproof like a solvent
- Low-odor like a latex
- Clarity like a silicone
- All in one versatile adhesive!



You work on a wide range of projects, in varying climate conditions, on multiple surfaces – and you need an adhesive as versatile as you are. Look no further than Loctite® Universal T.A.C.™ Construction Adhesive, a high-strength, polymer-based adhesive created for multi-surface applications in even cold or wet conditions. It is translucent, waterproof, UV resistant, paintable, and has extremely high tack.

“Loctite® Universal T.A.C.™ Construction Adhesive is the first adhesive product in North America that features Henkel’s proprietary Flextec™ technology,” says Scott Jackson, a senior product manager of adhesives for Henkel. “It’s this revolutionary, polymer-based technology that makes Loctite® Universal T.A.C.™ Construction Adhesive so versatile.”

In addition to being all-weather, Loctite® Universal T.A.C.™ Construction Adhesive can be used on a comprehensive list of surfaces, including marble, domestic and exotic wood, ferrous and non-ferrous metal, vinyl, stucco, fiber cement, brick, stone, mirror, ceramic tile, concrete, glass, and PVC.

Available at both Home Depot and Lowe’s, Loctite® Universal T.A.C.™ Construction Adhesive has a suggested retail price of \$9.99 for a 10.1-ounce container



Ask Billy Clearing up the silicone confusion



With 28 years of experience, Bill Longo is Henkel’s go-to guy for caulks, sealants, and adhesives. He is never confused about silicones, but still can’t figure out how a street con’s shell game works.

Dear Billy,

When I’m looking for silicone, I find products in very different price ranges, yet they all claim to be 100% silicone. I’m confused! What, if any, are the differences between these silicones?

Signed,
Stumped About Silicone

Dear Stumped,

Great question! Silicone is an outstanding sealant, but you’re right to be concerned about picking the right one for the job you need to do. The differences in silicones will affect application and, as you already noticed, will be reflected in the price.

Most manufacturers offer two types of 100% silicone: HM (high modulus) acetoxy silicone and LM (low modulus) oxime/neutral cure silicone.

HM acetoxy silicone is typically the less expensive of the two and is easily identified by the vinegar-like odor it has during application and curing. HM silicones cure in the presence of atmospheric moisture, have a limited application range, and only

adhere to non-porous substrates such as glass, ceramic, and some metals. HM has less elongation and feels harder than the LM formulations. OSI® Pro-Series® HM-270™ is an example of an HM silicone.

LM oxime/neutral are neutral cure silicones which offer multi-purpose uses and adhere to wide range of substrates, including porous and non-porous surfaces such as vinyl, wood, masonry, metal, glass, and ceramic. LM silicones have higher elongation and feel softer than the HM formulation. OSI® Pro-Series® VP-275™ is an LM silicone.

Finally, there is another term you may come across when silicone shopping: RTV silicone. The “RTV” stands for “room temperature vulcanization,” which means it cures at room temperature without the aid of applied heat. RTV can be used when describing both HM and LM silicones.

Stickin’ with you on the job,

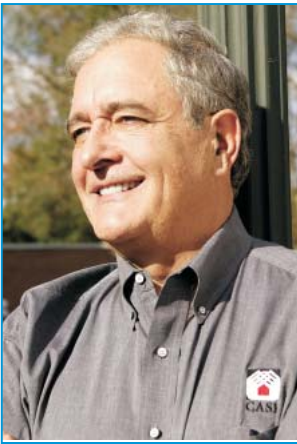
Billy

Got a question for Billy?
Email him at Bill.Longo@us.henkel.com.

5 Questions...

for Fred Case

12345



Fred Case's lifelong achievements have shaped the remodeling industry we know today, from his instrumental role in developing the first certification system for remodelers in the 1970's to his continuing work as CEO of Case, one of the largest full-service remodeling companies in the U.S. We caught up with him while he was learning to work his new Blackberry at his home in Maine.

1. How did you choose remodeling as a career?

I worked my way through college as a carpenter. I majored in philosophy, but I stumbled into remodeling and then the concrete got in my blood. It's exciting now that many young people are not stumbling into our industry anymore, like so many of us did, but are actively choosing it as a career. They are MBAs and undergrads in college who see the huge growth potential and want to be a part of it.

2. Who gave you the best advice on dealing with customers and what was it?

When I was young, I worked with a fellow who was very capable both with clients and sub-contractors, always communicating and negotiating and ready to compromise. To this day, I believe the key to success is to have empathy for the way people feel and to have consideration for their position. Someone once said, "People don't care what you know until they know that you care."

3. What's a trend you see in the industry right now?

One key trend is the growth of large remodeling companies, driven by the increasing complexities of

the remodeling business. While there will always be boutique remodeling companies, the essential support systems that a company needs to thrive nowadays – accounting, administration, marketing, computer hardware and software – are all becoming more difficult to achieve unless you have the economies of scale on your side.

4. What impact do you see the downturn in the housing industry having on remodeling?

I've been through a lot of cycles like this. Remodeling customers tend to be higher-income and are not likely to be the folks affected by this sub-prime mess. A slow-down in the economy is an ideal time to build market share – so keep up with your marketing – and to build good employees. Keep upbeat and take advantage of the opportunities to grab more business from people who aren't buying new homes.

5. Super Bowl 42 is in February. Who do you see competing?

Not my poor Redskins! Now that I live in Maine, it's fun to follow the Boston teams, especially lately. I'll pick the Patriots vs. Dallas.

Management Momentum

Creating Extraordinary Impressions

"Wow" your way to more business and leave competitors in the dust!

If the winter months offer you a few extra hours a week to catch up on the administrative side of your business, add "new ways to exceed my customers' expectations" to your to-do list. You're already being professional, genuinely friendly, and promptly returning phone calls and emails. What else can you do to create an extraordinary impression?

Remember the neighbors. One roofing company personally delivers a letter to nearby houses that notifies them that the company will be working in the neighborhood. Featured prominently is the name and cell phone number of the foreman on the job, with instructions to call him in case there are any problems with debris or noise. Neighbors – expecting the typical sales pitch – are instead impressed the roofing company cares about them, too.



Reward referrals in advance. Why not build goodwill and give the reward before you get the referral? At the completion of a job, mail your customer a letter that thanks them for their business and – in anticipation of their referral of your business – includes a gift. Perhaps it's a customized box of candy with your logo or a gift card to a popular local restaurant. Rewarding them in advance will invoke their instincts to return the favor. Extra perk: No complicated tracking of rewards later.

Email is where it's @. Plan to gather customer email addresses. Use them early to confirm appointments, to stay in touch between the contract-signing and job start, and later to update the client on project progress. Look into sending an email newsletter to stay on top of customers' minds with new services and any other company developments.



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Off the Clock

Fishing with Frank

The two stages of winter fishing

Stage 1: Pre-Ice

Strategies for early or mild winter, when the water temperature is 38° to 45°:

- 1. Sleep in.** The fishing is better in the afternoon, when the water is warm and stable.
- 2. Fish the vertical breaks.** Drop-shotting works because you can make a vertical presentation. Or use a yo-yo technique with vibrating baits. Use crank baits if you want to parallel the break.
- 3. When you find them, you're on them good.** The bass are piled on top of each other in cold water. You can fish all day in one place, because the fish will only roam 5% of a water column in winter (vs. 15% in summer).

Stage 2: Ice Fishing

Strategies for deep winter, when eight or more calm days below freezing grows at least four inches of ice:

- 1. Be safe.** This is the most enjoyable fishing of the year – and also the most dangerous. Don't assume it's safe if you see fishermen out there.
- 2. Signs that the ice is NOT safe.** It's too thin if you feel any give or sponginess when you walk on it. Another sign: If you drill a hole, the water comes over the hole and doesn't stay level with the ice.
- 3. Wear a survival suit.** At around \$300, my Coast Guard-approved survival suit is the cheapest life insurance I buy. Warm and dry, I can move easily in it – and float if I fall in.
- 4. Use light line and baits.** I use 6-8 lb. test fluorocarbon line and 3/16-ounce baits. Less movement is better. I like the jigging Rapala – it'll swim in a circle under the hole and then come back to center.
- 5. Familiarity is critical.** Know where the grass grows on your lake and the fish will be there, using the grass edge as a vertical break. Unfamiliar lakes are too much work. Never ice-fish a river – it's too dangerous.



Pro angler Frank Scalish is on the Bassmaster Southern Opens and FLW BP Eastern Series tournament tours in 2008. He has been sponsored by OSI® Pro-Series® since 2003.

Good Fishing! *Frank*

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