



TREND REPORT

An eye on energy-efficiency

Tap into the excitement

Tax credits for energy-efficient home improvements in the recent government stimulus package have people motivated. Remodelers like you must be ready to respond to the demand.

Henkel can help

Henkel is uniquely positioned to help you grab your share of the economic recovery, with weatherization products that range from draft-stopping OSI™ QUAD® sealants to Greenguard®-certified OSI™ GreenSeries® sealants and adhesives.

Be inventive with the incentive

When replacing windows, be sure to use products that meet the new stringent energy standards - OSI™ WINTeQ® Window Installation System is one - and suggest other efficiency projects to your customers, such as peeling up the siding to repair and insulate walls. Also, look for areas of inefficiency that don't receive enough attention in most homes. An example: Sealing exterior penetrations with OSI™ QUAD® Window, Door and Siding Sealant.

OSI® QUAD® Window, Door and Siding Sealant:

We challenge you to find a better window and siding sealant

It's the workhorse. The one that's been around for years - and will be around for years to come. It's OSI™ QUAD® Window, Door and Siding Sealant. We've been visiting with folks around the country, asking them to take The QUAD Challenge. One by one, OSI QUAD sealant's competitors are put through the challenge and come up short.

- Think polyurethane is the way to go? Think again. OSI QUAD sealant provides a superior UV resistance that polyurethane can't match.
- Unlike MS polymers and silicone sealants, OSI QUAD sealant is self-tooling and resists dust and dirt pick-up, plus it won't yellow.
- Latex is prone to water washout, which OSI QUAD sealant resists.

Only OSI QUAD sealant is a multi-polymer formula recommended for professional application for windows, doors and siding. It even stays flexible in cold weather and is paintable and stainable, although with over 300 colors to choose from, that probably won't be necessary.

Want to take The QUAD Challenge or have a question about the product? Contact Bill Sobonya, Senior Category Manager for sealants at Henkel, at 440-937-7240 or email him at Bill.Sobonya@us.henkel.com. For more information online, go to www.osisealants.com.



Gun & Go

Check out our new Break-A-Way™ technology - cut the tip, load the OSI QUAD sealant into the gun, and you're good to go. No need to puncture the inner seal anymore with OSI QUAD sealant.

OSI QUAD sealant takes over The Bead!

- Ask Billy: Striking a bead
- Tips & Tricks: On siding
- The Color Leader: Over 300 and growing

Striking a caulk bead: Get it right the first time

Dear Billy,

I'm fairly new at installing windows and siding. I must admit that the hardest part of the job for me is applying the sealant. If you screw up the caulking, the whole job looks bad. What can I do to get it right the first time?

Signed: I've Got a Mess on My Hands

Dear Hands,

You are right to be concerned. The sealant not only serves as an air and moisture barrier, but it is also expected to perform aesthetically and must look good. If you don't apply it correctly, the caulk may have a hard time doing either - let alone both - tasks.

First, start with a good exterior sealant. I recommend OSI™ QUAD® Window, Door and Siding Sealant, which is high-performing, self-tooling and comes in over 300 colors to easily match any siding or window you've got.



The next step to a good bead is the tip cut. Failure to cut the tip correctly leaves little chance of applying a good bead. Throw away that notion of cutting the tip at 45° angle. I recommend cutting the tip at 22.5° or less, to allow for a minimum 1/4" round bead. If that sounds too

big, keep in mind that smaller is not better when it comes to sealant beads. If the bead is too small, there will not be enough sealant in the joint to accommodate movement or resist UV degradation.

When cutting the tip, also remember to use a sharp knife for a smooth finish. If your knife is not sharp, it may leave jagged edges on the spout which will leave lines or grooves in your finished bead.

After it is cut, place the sealant tip into the joint, holding it almost 90° to the substrate being caulked. Apply consistent pressure to the trigger and apply at a slow, steady pace. Make sure you do not allow the sealant to flow out the opposite side of the tip as you are pulling. If this happens, speed up the pace or decrease the pressure on the trigger. Always keep the flow in front of the tip. This action should give you a smooth and even bead that does not require tooling.

I hope these tips help. And if you haven't tried OSI QUAD Window, Door and Siding Sealant, take the QUAD Challenge to find out how easy it can be. Ask your local Henkel rep for more details.

Stickin' with you on the job,

Billy

Got a question for Billy?
E-mail him at Bill.Longo@us.henkel.com.

Bill Longo is Henkel's go-to guy for caulks, sealants and adhesives. He's been on the quest for the perfect bead for most of his adult life.

TIPS & TRICKS



Caulking Tips for Siding Installation

The right angle gives you the right amount. Applying the right amount of OSI™ QUAD® Window, Door and Siding Sealant is the most important step when caulking siding. (Check out the "Ask Billy" column in this issue on why a tip must be cut at a 22.5° angle, along with more advice on striking a perfect bead.)

No tooling or painting needed. Because of OSI QUAD sealant's natural shrinkage, tooling is neither needed nor recommended. Once cured, the quarter-inch bead will self-tool and form into a slightly concave shape, giving you a great bead without having to go back over it. You also don't need to paint it to match the siding either - with OSI QUAD sealant, there are over 300 colors to exactly match the most popular siding products.

Avoid caulking butt joints. Butt joints do not provide enough space to allow for an adequate application of sealant. In most cases, when butt joints are caulked, they are more noticeable than when left uncaulked. Instead, use a vinyl or aluminum slip sheet behind butt joints.

If you have to caulk a butt joint, back caulk it. Install one side of the butt joint panel and then caulk the butt edge before installing the remaining side by sliding it into the previously applied sealant, leaving a minimum 1/8" gap between panels.

Don't forget penetrations when installing vinyl siding. If you don't caulk the areas where gas, water or electrical lines enter the house, you're providing moisture and insects with a grand entrance.

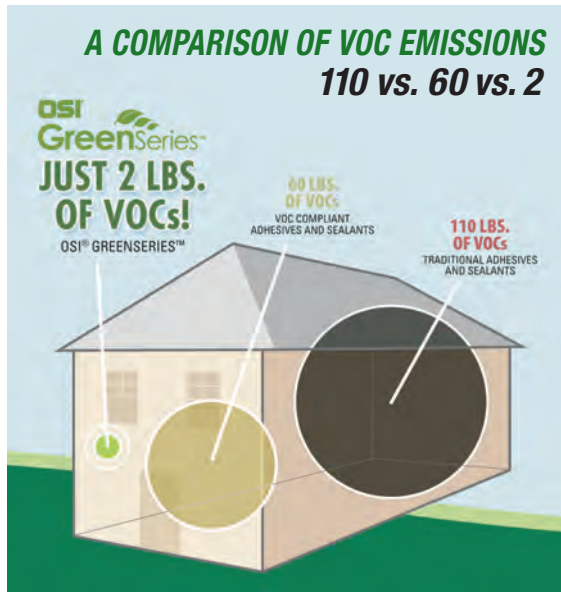


Beyond VOC compliance

If a 2,100 square foot home is built using traditional adhesives and sealants, 110 pounds of VOCs are emitted. Think VOC-compliant products will make a big difference? They do, but not as much as you may think. They still emit 60 pounds of VOCs while curing.

For a dramatic reduction in VOC emissions, use OSI® GreenSeries™ adhesives and sealants. They emit only 2 pounds of VOCs while curing and are the first high-quality construction adhesives and sealants that are low VOC - which means formulated to exceed VOC requirements.

110 vs. 60 vs. 2: Those are numbers that add up to make a big difference to any customer who wants to “go green.”



For more information, go to www.greenseries.com.



Mark Brick, president/owner of B&E General Contractors in Milwaukee, is an award-winning remodeler whose honors include five-time NARI National Contractor of the Year. As past chairman of the board of NARI, Brick cites membership in the group as one of the reasons for his company's success.

FIVE QUESTIONS...

for Mark Brick



1. What do you tell other remodelers who question if they have the time to become active in NARI?

There are so many opportunities available by being active in NARI that it's very worth your time. It can be as simple as networking for personal or company growth, and the best people to network with are your own peers in the industry. If you build upon the friendships you make, they will see you through the lean and hard times and you'll be more successful.

2. How did you get your start in this business?

As a teenager, I worked as a handyman doing miscellaneous jobs around my neighborhood. I set my own hours and worked for myself, and I made more money than my friends who had full-time jobs. B&E still does handyman work.

3. What's the best piece of advice you've been given?

My father never had a lot economically, but he and my

Custom colors now available

OSI™ QUAD® Window, Door and Siding Sealant

Got custom windows that don't match the over 300 colors of OSI® QUAD™ Window, Door and Siding Sealant we offer? We now customize colors in minimums as low as five cases. That's in addition to having the largest sealant color portfolio on the market, with new colors being added every month. Here are a few recent additions:

Pella® Windows and Doors

Manufacturer Color QUAD® Color No.

Brick Red	932
Hartford Green	736
Auburn Brown	284
Cranberry	966
Deep Olive	764
French Roast	287
Honeysuckle	606
Iron Ore	545
Naval	843
Real Red	956
Stormy Blue	833
Summer Sage	762

LP® Building Products - CanExel® Prefinished Siding

Manufacturer Color QUAD® Color No.

Autumn Gold	614
Pine Forest	746
Walnut	274
River Rock	706
Midnight Blue	846

Need a color match right away, day or night? A complete database of OSI® QUAD® sealant, is always just a click away: www.osiproseries.com/osiccr

mother passed on a lot of love and support. He told me that whatever I do, I should do it the most honest way I can and build my reputation.

4. What piece of technology do you rely upon the most?

(Laughing) I carry a “Crackberry!” It really saves me a lot of time when I'm out on the road, especially being able to communicate with everyone at once. I've learned a one-sentence reply can achieve as much as a whole paragraph.

5. How do you see the Brewers doing this year?

I feel sorry for Cubs fans. The Brewers started a little cold, but we're coming on stronger now and are going to make the playoffs.



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- Take The QUAD Challenge!
- Ask Billy on striking a bead
 - Custom colors now available
 - Siding tips

FISHING WITH FRANK

The future of fishing: Share it with a child




I have four children, ranging in age from 19 to 7 years old. They've been fishing with me since the oldest was in diapers. Two of my kids are pretty good at it, but I'm even more proud to say that all four of them love to fish. Here are a few tips I've learned as both a pro fisherman and a dad about taking children fishing.

Keep it simple. All you are packing for this outing is a fishing rod for the child and some food. Don't give them an overly-complicated rod that's hard for them to use. A simple cane pole and bobber are OK.

You read that right - no fishing rod for you. This trip is not your trip. It's their trip, their experience. They're not coming with you to watch you fish. That's boring for a kid. Without a rod, you can give them your undivided attention.

Have some fun. Make it an adventure that is so much fun they want to go fishing again and again. Little ones have short attention spans and will probably not want to fish for very long. When they get bored, put the rods down and go catch crayfish, hunt frogs or go swimming. If they have a lot of fun fishing with you when they're little, they'll beg to go when they're older.


Good Fishing! *Frank*

Sponsored by OSI® since 2003, pro angler Frank Scalish competes in Bassmaster Opens tournaments throughout the United States.

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

MANAGEMENT MOMENTUM

Times are too tough to annoy your customers



You can do the best remodeling work of your career for a customer, but if you're committing one of their pet peeves, then you're risking their all-important referral. What are the pet peeves that annoy customers the most?

Slow follow-up. Respond as fast as possible to customer questions. Recommended: Within 24 hours.

Falling behind schedule. You can stay within the budget and provide a great value, but research shows that people are far more likely to recommend the remodeler who is on schedule - or communicates any delays early and clearly.

Unclear expectations. Be thorough in all discussions, particularly about the budget and schedule. For example, let clients know if no one will be on the jobsite on a particular day. Ask them if there are any events (a family vacation perhaps?) that may affect the schedule.

A messy job site. Cleanliness creates a great experience for a customer. For some, it is as important as workmanship.