

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.

Connecting the Dots. Contractors will need premium sealants and adhesives for TND homes that are more upscale and built with higher-quality materials such as cellular PVC and fiber cement board. Customers will demand maintenance-free and, in many cases, "green" products.

OSI® WINTeQ™ Window System at Lennar Logic Center



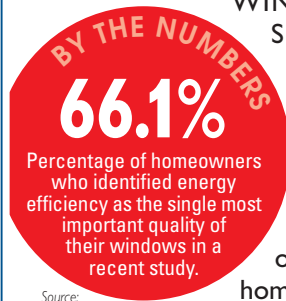
Bill Longo teaching training session.

On July 10, as part of an ongoing commitment to provide educational support in the field, Henkel certified installation specialists taught an OSI®

WINTeQ™ Window System training session at the Lennar Logic Center in Aliso Viejo, California. Lennar Corporation is one of the nation's largest home builders.

Lennar crews learned first-hand how the three-component OSI® WINTeQ™ window installation system (consisting of TeQ::Seal™ sealant, TeQ::Flash™ flashing, and TeQ::Foam™ foam insulation) takes the guesswork out of expert window installation and optimizes energy efficiency.

For more information about OSI® WINTeQ™ Window System or to arrange an on-site training session, call Bill Longo directly at 440-937-1458. Or, visit www.winteqsystem.com to download an installation video.



Source: Simonton Windows

Henkel's VOC-compliant products don't sacrifice performance

Picking the right adhesives and sealants is more complicated now that nine states have adopted VOC regulations and 10 other states have regulations pending. Henkel Corporation is committed to helping companies execute a smooth

transition to VOC-compliant products without sacrificing the performance and application characteristics they require. Popular products such as OSI® Pro-Series® QUAD™ Window, Siding, Gutter and Roof Sealant and PL® 400 Heavy Duty Construction Adhesive are already offered in VOC-compliant versions. The product offering continues to evolve with the launch of OSI® Pro-Series® GS-125 VOC Gutter Sealant on September 1.

See **VOC-Compliance** on next page



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.

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.

VOC-compliance cont'd from page 1

What are VOCs?

VOC stands for "Volatile Organic Compounds," which are an outdoor air pollutant that can be a source of low-level ozone. Several U.S. states – including seven of the country's 10 most populous states – have adopted rules or have pending legislation regulating the VOC content of all types of consumer products. These include adhesives and sealants sold in packages of 16 fluid ounces or less. (Larger sizes such as quart cartridges are not regulated at this time and are allowed to be sold except in certain areas of California.)

What about my inventory?

If you are in one of the states considering regulation or currently regulating VOCs and want to talk about how to transition to VOC-compliant products, call Henkel. We can help you understand the regulations and can partner with you to make sure you have products that both comply and perform.

States Regulating VOCs

- California
- Pennsylvania
- New York
- New Jersey
- Michigan
- Virginia
- Maryland
- Delaware
- Maine
- New Hampshire

States With Announced Plans to Regulate

(No Dates Final Yet)

- Ohio
- Illinois
- Wisconsin
- Indiana
- Connecticut
- Massachusetts
- Rhode Island
- Vermont

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.

5 Questions

...for John Colpo

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As general manager of McClure-Johnston of Atlanta, John Colpo uses his 33 years of experience to make sure every employee at his warehouse is on a customer service mission. "Our industry supplies the products people need to make their livings," says Colpo. "That's a big responsibility."

1. What was the first warehouse you managed?

Back in 1977, I inspected my first warehouse assignment in Johnstown, Pennsylvania, for my employer at the time. The next day, I went back to start work and where the warehouse was surrounded by water. Starting a day after the Johnstown Flood was quite a beginning.

2. How long do you think this market downturn will last?

I've seen a lot of spikes and valleys in 33 years and this is going to be a tough one. I'll be optimistic and say we'll see some bouncing back around mid-2008. We're all affected and we all now need to get a little sharper. But if you haven't built up your reputation and customer service before now, you can't make it up overnight.

3. How does McClure-Johnston approach customer service?

We believe it starts with offering the best products and partnering with the best manufacturers. After that, every employee plays a very important role. For example, our customers see my drivers

more frequently than our salespeople. Drivers know they can offer little conveniences like calling ahead before a delivery, if that's what a customer wants. Another example is billing. If the first invoice a customer receives is wrong, we've lost credibility and it takes a long time to reestablish trust.

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

Joseph Hogan, owner of McClure-Johnston, said, "A sale is not a sale until it's paid for." And I always think of my dad, who was a bricklayer. When I worked with him as a kid, I remember how he was treated when he went to get supplies – and how he wanted to be treated.

5. Super Bowl #42. Who do you see playing?

After all these years in Atlanta, I'm still a Steelers fan, but unfortunately I don't think they're headed to the Super Bowl. I'll say New England vs. Philly, but I'll be rooting for Pittsburgh.

Tips & Tricks

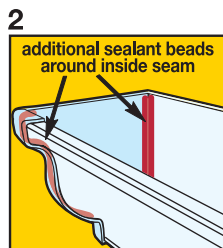
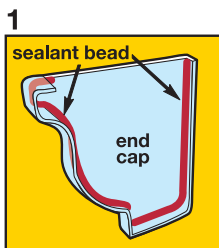
Applying gutter sealant to long gutter lengths

Today's fabricated seamless gutters are usually used in sections as long as the length of a house. Those long lengths expand and contract much more than shorter pieces – expect movement of up to a half-inch – and that requires a very flexible sealant applied correctly.

OSI® Pro-Series® Micro Premium Gutter Sealer is the way to go. It's a unique multi-polymer compound designed for all weather applications, including wet or damp conditions, and it will remain permanently flexible. What's more, the "micro" technology fills

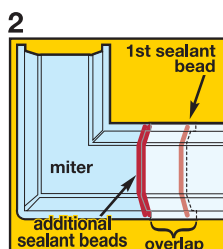
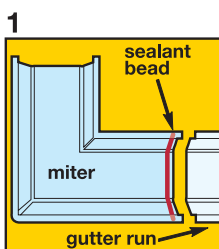
the tight tolerances common on today's seamless gutters. It will prevent rust and stop leaks fast, especially since it can be applied to wet gutters, when the leak source is easy to find.

Speaking of leaks, gutters are most prone to leak at end caps and mitered corners. To best protect against leaks in these areas, try the double sealant application.



SEALING GUTTER END CAPS

1. Apply OSI® Pro-Series® Micro Premium Gutter Sealer into the end cap groove that receives the gutter trough to create a compression seal.
2. Press end cap on to the gutter. Apply a second application of OSI® Pro-Series® Micro Premium Gutter Sealer to the inside of the gutter at the seam. The sealant should overlap the seam by a 1/2" on each side. This is a lap seam seal, an extra insurance policy against leaks.



SEALING GUTTER MITERS

1. Cut the gutter so it overlaps the miter joint by two times the expansion/contraction coefficient based on gutter length.
2. Install the gutter inside the miter joint. Apply OSI® Pro-Series® Micro Premium Gutter Sealer to the miter where the gutter and miter overlap. Insert the gutter into the miter to create a compression seal. Apply sealant over the seam, overlapping by a 1/2" on each side, to create a lap seam to protect against leaks.

FREE gutter gear!

Supply Lines readers can receive a free "Get Your Mind Out of the Gutter" t-shirt (size XL) and a fact sheet on OSI® Pro-Series® Micro Premium Gutter Sealer by emailing Theresa.Eloff@us.henkel.com.

Put "Free gutter gear" in the subject line and provide your name and address. Theresa will hook you up, while supplies last.





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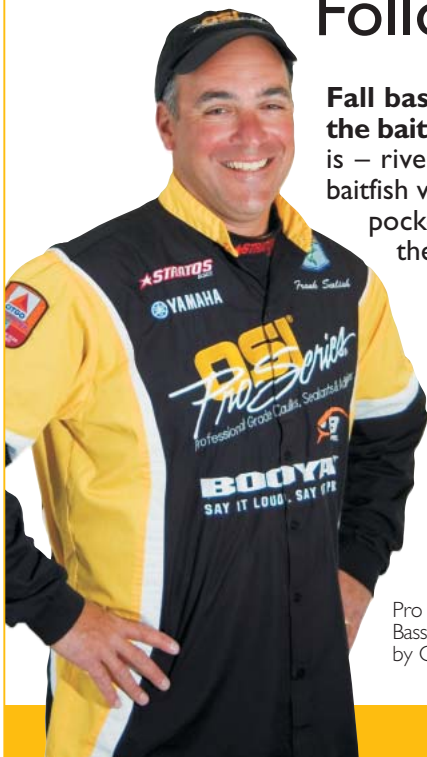
INSIDE THIS ISSUE OF
Henkel **SUPPLY LINES™**

- **Henkel at Lennar Logic**
- **VOC-Compliance**
- **Gutter Sealant Tips**
- **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 a 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.

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

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*

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