



## 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.

"A key selling point is that when contractors and property managers 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.

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



# Ask Billy

## New technology makes choosing foam over fiberglass an easy decision

**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.

**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](mailto:Bill.Longo@us.henkel.com).

## The Color Leader

### New colors debut from OSI® QUAD™ Advanced Formula Sealant

As a close partner with the siding, window, and door manufacturing industries, Henkel continually monitors their newest products, then precisely color-matches OSI® QUAD™ sealants to them.

Need a color match right away, day or night? Color Cross Reference, a complete database of the 240 colors of OSI® QUAD™ sealant, is always just a click away at [www.osiproseries.com/osiccr](http://www.osiproseries.com/osiccr)

#### CertainTeed WeatherBoards™ FiberCement Siding

Siding Color	QUAD™ Sealant Color
Emerald	760
Slate/East	587
Slate/West	589
Cedar	483
Maple East & West	481
Redwood	297
Mahogany	295

#### Georgia-Pacific Vinyl Siding

Siding Color	QUAD™ Sealant Color
Briarwood	277
Sagebrook	767

#### The Tapco Group™ IQm™ Trim Board

Siding Color	QUAD™ Sealant Color
Butterscotch (555)	286
Espresso Brown (556)	291

#### Andersen Windows and Doors

Window/Door Color	QUAD™ Sealant Color
Cocoa Bean	291

## Tools of the Trade

### OSI® WINTeQ™ TeQ::Foam™ Window and Door Foam Countertop Display



Polyurethane foam gets the spotlight in this efficient countertop display. It includes a case of OSI® WINTeQ™ TeQ::Foam™ Window and Door Foam, four cans of foam cleaner, and two guns.

Available while supplies last from your local Henkel representative.

**SELLING POINT:**  
Gun foam is faster, more efficient, and won't clog up the applicator if you take a break for lunch. For more benefits of polyurethane foam, see "Ask Billy" in this issue.



# 5 Questions... for Tom Kirk

# 12345

*Mentor Lumber and Supply Companies has been a northeast Ohio institution since 1922. When he joined Mentor Lumber in 1994, Tom Kirk shut down his own construction company to become construction manager of Mentor Installed Services, a division of Mentor Lumber that provides home builders and homeowners with custom woodwork, kitchen and bath remodeling, window and door replacement, decks, and basement recreation rooms.*

### 1. How has working for Mentor Lumber differed from owning a construction company?

I am much more polished than the kid I was when I started Kirk Construction from scratch after high school. A great part of being with Mentor Lumber is the educational opportunities, to learn sales skills and how to run a business the right way. I've also learned a lot about how the economy as a whole affects an industry. Lumber dealers, in particular, are on the front lines and feel the effects sooner. Let's put it this way – I never read lumber reports and housing starts data when I owned my own company.

### 2. Speaking of the economy, what do you see on the horizon with this downturn?

I am too young to have experienced the big downturn in the 1970s, but this is definitely the biggest since then. I hope by 2009 we'll see a recovery. In my division, we're already seeing a big pick-up in residential home remodeling, as it seems more people are staying put, or trying to improve what they want to sell, or even improving the downsized home they just bought. We cater to high-end remodels and our initial quotes always reflect the use of top-notch products with name-brand recognition.

### 3. Is it tough not being the lowest price when you bid?

I emphasize quality before quantity and volume. Quality is all about people – the people we hire who have made our company what it is today. I primarily hire people with the right personality and professionalism. They have to be problem-solvers who can present themselves accordingly with customers. After that, we give them extensive training, including regular field trips to suppliers.

### 4. What trend is transforming the industry right now?

Artificial materials, like composite decking and vinyl PVC exterior trim. We see a lot of DINKs – Dual Income, No Kids – who just don't have the time or desire to maintain their homes. They rely on these composites and are willing to pay the price for convenience.

### 5. As an avid Cleveland sports fan, what do you think of the Indians season?

It's a huge disappointment. But I look for the Browns to win the AFC Central, and the Cavs are a player away from going all the way.

## 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](http://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!



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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](http://www.osiproseries.com/frank-scalish).

## Free t-shirt!



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