

Henkel

SUPPLY LINES™

WINTER
'08

A Henkel Newsletter for the Residential Building Supply Industry



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.

OSI® WINTeQ™ Window Installation Training Launched Nationwide

Recognizing a dire need for more education on proper window installation, Henkel last month sent over 50 representatives through an intensive 1 day InstallationMasters™ course so they can provide world-class training and support for WINTeQ™ in the field.

The InstallationMasters™ Training and Certification Program was developed by the American Architectural Manufacturer's Association (AAMA) and is administered by Architectural Testing, an industry leader in performance testing and certification.

"Henkel is committed to being there for our customers every step of the way, from developing the products they need to providing the training they require," said Tom Rapps, vice president of marketing at Henkel.

The 50-plus Henkel reps – who now meet stringent qualifications from both Henkel and AAMA – are ready and available to train your staff or customers for OSI® WINTeQ™

Window Installation Certification (a \$50 per student value) or Advanced Certification (a \$150 per student value). Once certified, your staff will be:

- Trained in proper window installation techniques;
- Updated in the latest installation technology; and
- Qualified to consult with customers to maximize profits.

As more state legislatures require continuing education and certification, especially among the trades that concern the building envelope (see Trend Report, at left), the OSI® WINTeQ™ Window Installation Training Program is more important than ever.

To book your training session, contact Henkel Solution Rep Joe Flynn via email at joseph.flynn@us.henkel.com or contact your local Henkel representative for more details.



Keep Supply Lines to yourself... and let us send them one of their very own! If you have anybody you'd like to add to the Supply Lines mailing list – staff, customers, friends, neighbors, countrymen – just contact Heather Lang at Henkel at 440-937-1490. Or you can send her an email at heather.lang@us.henkel.com and put "New Supply Lines subscriber" in the subject line. Heather will be happy to make sure you never have to share again.



Ask Billy Solve the specification mystery

Dear Billy,

Can you help me understand the technical specifications associated with caulks and sealants? I have customers asking for sealants that meet this spec or that code, and I have to admit that I'm confused. Code Red!

Dear Code Red:

You're right. The array of codes and specifications for caulks and sealants can be very confusing, even for someone like me who has been working in this area for almost 30 years.

Let's start at the very beginning. ASTM International, originally known as the American Society for Testing Materials (ASTM), establishes the technical standards that architects and designers most frequently refer to when requesting a sealant or adhesive for a specific application.

What is confusing for a lot of people is that some specifications give the overall performance characteristics of a sealant, but then they do not cover the specific uses or – more importantly – limitations of that sealant. For that reason, what may sound good in theory might actually not be good in practice.

For example, the three most common ASTM specifications associated with building sealants and adhesives are:

- 1. ASTM C834:** Standard Specification for Latex (Water-Based) Sealants
- 2. ASTM C920:** Standard Specification for Elastomeric Joint Sealants
- 3. ASTM C1311:** Standard Specification for Solvent Release Sealants

Two of these specs – ASTM C834 and ASTM C1311 – address only the chemical composition of the sealant and not its performance. A sealant meeting ASTM C834 is water-based, so it would not be suited for application during inclement weather or below-freezing temperatures. A sealant meeting ASTM C1311 should not be used in an occupied structure because of the release of solvents during curing.

Furthermore, since it only addresses its chemical composition, a sealant meeting ASTM C834 can cover both a painter's caulk and a high-performance latex caulk. Needless to say, a low-grade painter's caulk should never be used for exterior siding applications, nor would you need to spend a premium on an exterior sealant for use as an interior painter's caulk. These facts are essential for you to know and are generally not covered in the scope of the specification.

So, Code Red, if you're looking for a sealant that has to meet a certain specification, just make sure to consider the performance needs of the application, i.e., adhesion to various substrates, paintability, exterior vs. interior, and so on. Knowing the application can help you determine which specification to default to – and that makes it easier to find the caulk or sealant that's best for the job at hand. As you can tell, this is a very deep topic that I can't thoroughly address in just one column. For more information about specifications, I suggest you head to ASTM International's website at www.astm.org

Stickin' with you on the job,

Billy

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

Bill Longo is Henkel's go-to guy for caulks, sealants, and adhesives. He finds that keeping track of spec numbers isn't nearly as tough as remembering his wedding anniversary date.



Tools of the Trade

New rack spotlights OSI® GreenSeries™



An all-new merchandising rack displays the full line of OSI® GreenSeries™ caulks, sealants, and adhesives, the first green brand in the adhesives and sealants category that meets both energy efficiency and improved indoor air quality standards. The entire OSI® GreenSeries™ line is formulated in accordance with green building specifications and has eliminated or reduced harmful VOC levels.

To order this rack or learn about other Henkel merchandising displays designed to help you sell, contact your local Henkel representative.

By the Numbers

Consumers expect to double their spending on green products and services in the next year, totaling an estimated **\$500 billion annually** or **\$43 billion per month**.

Source: 2007 ImagePower Green Brands Survey

5 Questions...

...for Steve Mosby

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Steve Mosby spends eighty percent of his time on the road, visiting the 20 warehouses – and their countless customers – under his oversight as Regional Vice President for Lansing Building Products. His territory includes Delaware, Maryland, Virginia, West Virginia, and part of North Carolina. We caught up with him on one of his rare days in the office.

1. How did you get your start?

I was an ambitious teenager. I started working commercial construction when I was still a teen, then got into sales, and realized I could combine both with a career in the wholesale building supply business. These days, I don't see that happening much anymore, with young people passionate about working in construction-related fields. Nowadays, teenagers seem less inclined to be a part of the world like that, and the people entering the construction industry as labor are from outside the country. Since people typically work their way up in any industry, what it means is that there is a shrinking of qualified personnel in higher levels of the channel.

2. How has the industry changed in the 19 years you've been with Lansing Building Products?

Consolidation is huge and it's happening at every layer of the industry – builders, suppliers, and manufacturers. It's getting harder for the small companies to compete.

3. What was the best advice you were given and by whom?

The man who first hired me told me that, fortunately or unfortunately, there is no specific knowledge you have to have to succeed in this business. All you need

is a true desire to help your customer and the conviction to do what you say you will.

4. When do you see this housing downturn ending?

I think we'll struggle to keep a consistent level of activity for the next two to three quarters. By late 2008 we'll start to see some normalization, but by that I mean back to the 2000-2001 pace, not the 2004-2005 pace. The improvement will also be regional – this slow-down didn't happen all at once in every part of the country. The recovery won't happen all at once, either.

5. As an avid reader who also listens to books on tape while traveling, is there a book you'd recommend to our Supply Lines readers?

The last book I read was *Lone Survivor: The Eyewitness Account of Operation Redwing and the Lost Heroes of SEAL Team 10* by Marcus Luttrell, the story of a Navy SEAL captured behind enemy lines in Afghanistan in 2005. It shows what extremes a person can go to when they are committed to a cause. The book reminded me that our human capacity is untapped in so many ways, and we're capable of doing a lot more than we ask of ourselves.

Tips & Tricks

Sealing concrete cracks with polyurethane

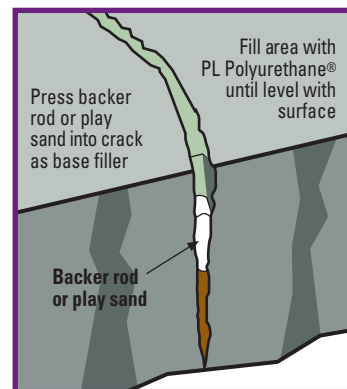
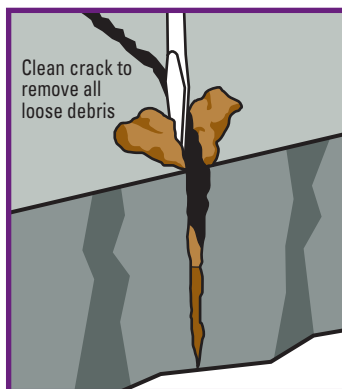
Even the newest driveways and patios can develop cracks where weeds grow and dirt collects. What's worse at this time of year is when water gets in and freezes, causing heaved slabs and even more cracks. Here's how to tackle the problem with PL Polyurethane®:

TIPS:

1. Use a specially-formulated concrete crack filler, such as PL Polyurethane® Self-Leveling Concrete Crack Sealant or PL Polyurethane® Concrete & Masonry Sealant. It bonds to concrete yet stays flexible as temperatures change and the slabs shift.
2. Clean the crack thoroughly before putting in the crack filler. Pull any weeds or grass and remove the dirt. Complete the cleaning by using a hose to wash away remaining debris or vacuuming the crack with a shop vacuum. Let the area completely dry.
3. To control the depth of the joint, insert a foam backer rod or use play sand to fill the crack to about 1/4" to 1/2" below the surface. Fill the remaining space with the sealant until it is level with the concrete surface.
4. Avoid foot and auto traffic until the sealant has dried, approximately 24 hours or longer depending on temperature and humidity.
5. You can also pour play sand over the sealant to make it ready for traffic immediately. Sand also gives the sealant a texture similar to the concrete surface.

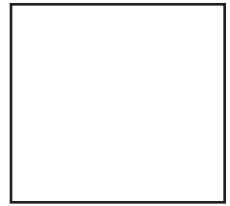
TRICKS:

- Make sure the temperature is above 40°F for best results.
- Uneven and erratic cracks? Use PL Polyurethane® Self-Leveling Concrete Crack Sealant.
- Straight saw-cut cracks or expansion joints? Mask off, fill with PL Polyurethane® Concrete & Masonry Sealant, then strike off smooth.





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INSIDE THIS ISSUE OF
Henkel SUPPLY LINES™ WINTER '08

- **OSI® WINTeQ™ Training**
- **Ask Billy: Specs Explained**
- **Concrete Crack Sealing Tips**
- **New OSI® GreenSeries™ Rack**

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*