



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 and builders ready to respond to the demand.

Henkel can help

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

Loctite® Power Grab® Construction Adhesive Grab your share of the growth

Loctite® Power Grab® Construction Adhesive is Henkel's fastest growing adhesive product line. It can be yours, too, when you remind your customers of all the different ways it makes their jobs easier and better.

Like an extra set of hands

As the only adhesive on the shelf with Instant Grab™ technology, Loctite Power Grab Construction Adhesive has a tack that's a whopping *nine times higher* than traditional adhesives. With tack that high, it instantly sticks - and stays put. A remodeler or builder can hang trim without an assistant or nails and with minimal (if any) bracing. No nail holes means not returning to the job with filler, either. Worried about repositioning? Don't be. Loctite Power Grab Construction Adhesive is fully repositionable for up to 15 minutes.



The best choice for vertical jobs

Instant Grab™ is what makes Loctite Power Grab adhesive perfect for bonding on vertical surfaces, which can be some of the toughest jobs out there. Recommend it to customers for crown molding, chair rails, door and window trim, cabinets and cabinet trim, wainscoting and drywall.

Low odor makes homeowners happy (the planet, too)

Heavy solvent smells can turn off homeowners, especially the ones who want to stay in the home



during the work or are concerned about indoor air quality. It can also make working in confined spaces difficult for contractors. Loctite Power Grab Construction Adhesive is low odor and low VOC - always environmentally-friendly yet always high-performance. The entire line is GREENGUARD®-certified and meets U.S. Green Building Council and NAHB's green standards.

Specialty formulations for outdoors, bathtubs and more

Loctite® Power Grab® Heavy Duty Construction Adhesive is a powerhouse formulation ideal for outdoor projects that need an even stronger bond to withstand the elements, such as decks or fixing shingles. Loctite® Power Grab® Tub Surround Construction Adhesive is a heat- and steam-resistant formulation that won't etch or leave burn-through on tubs and, because it's low odor, is perfect for those confined spaces. The line also includes Loctite® Power Grab® Molding & Paneling Construction Adhesive and Loctite® Power Grab® Foamboard & Ceiling Tile Construction Adhesive.

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

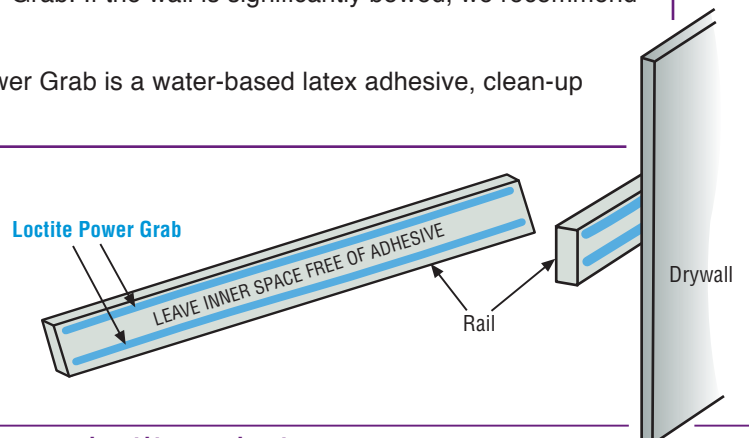
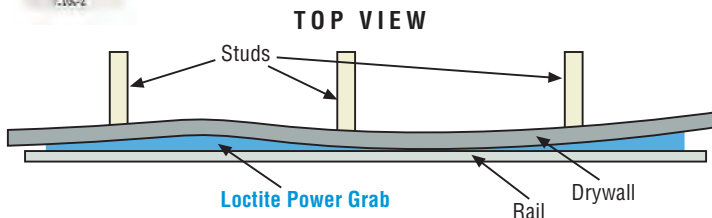
Finish carpenters can save time by filling gaps with Loctite® Power Grab®



You've got the chair rail or crown molding cut to size and ready to be installed. That's when you notice that the almost-invisible waves in an uneven drywall surface are creating gaps between the rail and the wall.

Shimming is not necessary if you use Loctite® Power Grab® Construction Adhesive. It can help fill those pesky gaps, adhere the rail and save the step of coming back to caulk later.

- **Apply Loctite Power Grab** to the top edge of the back of the rail, not the inner space - you want the adhesive to ooze to fill the voids. Adhere the rail to the wall.
- **Fill the remaining gaps** with Loctite Power Grab. If the wall is significantly bowed, we recommend you apply a mechanical fastener on each side.
- **Strike off the excess.** Because Loctite Power Grab is a water-based latex adhesive, clean-up is easy.



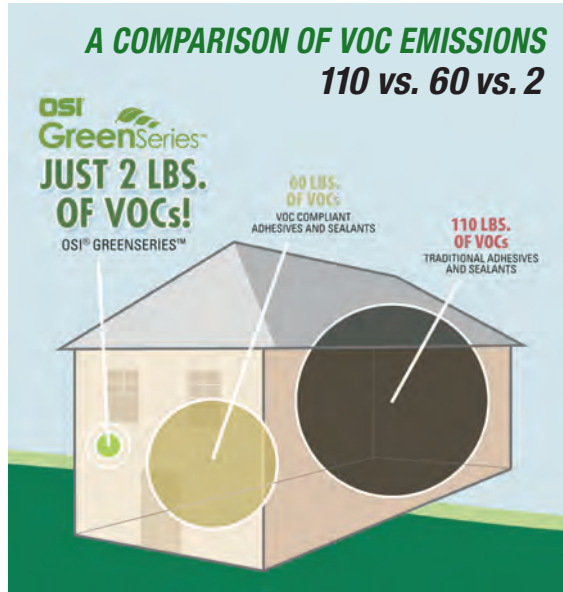
For more information, go to www.loctiteproducts.com.

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.

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



In 1955, Pat and Evy Patterson bought Central Valley Builder's Supply, a two-year old business in St. Helena, California. Today, their grandson, Steve Patterson, 39, oversees the company that's become the dominant lumberyard in the Napa Valley, with over 150 employees and six facilities in three counties. A graduate of the UC Davis MBA program who is also fluent in Spanish, Patterson was preceded as the CEO of Central Valley Builder's Supply (CVBS) by his mother, Kathleen.

FIVE QUESTIONS...

for Steve Patterson



1. Do you feel like the lumber business is in your blood?

Yes and no. It is in the sense that I grew up with it - there is some level of osmosis at the dinner table. But I didn't grow up knowing this would be where I would end up and I worked in other industries before coming back to CVBS. My father passed away suddenly in 1992, then my mother ran the business from 1992 to 2003. I took over in 2004, when she became chairperson, a position she still holds.

2. What advice do you have for beginners?

Good advice is really important. My mother created an advisory council to help me when I returned to CVBS in 1996, asking several leaders of other lumber organizations to assess my progress. I would advise others to make sure you have a passion for what you do. For the CEO and other leadership positions, the buck stops with you. And have a great attitude. I can teach the tools we use at CVBS to new hires, but attitude is something they have to bring.

3. In these times, how do you keep your staff motivated?

Communication is key. For many, the tough decisions

are not completely understood. I cannot leave a vacuum, because it fills with rumors and gossip. To me, communication is newsletters and meetings, especially a quarterly meeting for all employees. It's an effort to try to get them to understand what we do.

4. What is your typical day?

Rarely is there a typical day, because I've got to stay flexible. I spend at least two days a week at different CVBS facilities. It's important for me to clear my desk every evening, to reassess my priorities and recognize what's changed throughout the day that now needs my attention sooner at the beginning of the next day. I also touch base with key reports every day and do long sit-downs with them once a month.

5. How do you like to unwind?

I have four kids, ages 9, 7, 3, and 1, and I spend most of my spare time with them. I'm a soccer coach for my son. I'm also an avid San Francisco Giants fan. We're still waiting for a World Series, but it may be a while.



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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.

TOOLS OF THE TRADE

Polyseamseal® Kitchen and Bath Silicone Sealant Countertop Display



Selling Points: The display efficiently communicates the features and benefits of both products, including Polyseamseal Ever Bright sealant's 5-year

protection against mold growth and Polyseamseal Speed Seal sealant's FAST-DRY "Shower in 2 Hours" technology.

Free with purchase: Receive a free countertop display with signage when you purchase two cases of Polyseamseal® Speed Seal™ Silicone Sealant in white, two cases of Polyseamseal® Speed Seal™ Silicone Sealant in clear and two cases of Polyseamseal® Ever Bright™ Active Silicone Sealant in white (for a total of 72 10-fluid ounce cartridges).

Available: From your local Henkel representative or by calling Henkel Contractor Relations at 800-624-7767.