



This Month's Lunch & Learn Guest Speaker:

David Holley

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Presentation Recap:

The problems with oil-base paint

- A primary source of call-backs, customer complaints, & paint issues in recent years has been the yellowing of oil-base paints
- David said he works yellowing complaints on a weekly basis and they are "zero fun"
- This is the result of paint trends leading us into many more whites and grays, with fewer yellows and tans being used (Pure White SW7005 = top selling color by far)
- When oil-base paints are not exposed to sunlight, even over short periods of time, they tend to change shades and yellow (i.e. think inside of cabinets, closets, etc) which is especially noticeable on white-painted wood elements like cabinets/trim
- Oil-base paints traditionally do not touch-up well, due to the color shade variations you will find throughout a home or even throughout a single room
- SW has developed an interior waterbased acrylic-alkyd paint that resists yellowing
- It also has improved abrasion resistance and thus longer sustainability, due to it's tendency to bond to itself more effectively than oil-base paints

Local Case Study

- To be able to compare the finishes, Dillon Homes painted two spec homes having nearly identical floor plans with the same paint contractor, but using different paint (one used oil-base paint and the other used water-base paint for all wood elements)

- After assessing both paint jobs, feedback was that the finish is very similar. Likely only clients with a trained eye would be able to spot the difference. The primary differentiation we noticed were that the acrylic-alkyd product should have longer sustainability due to yellowing resistance and increased hardness factor, while the oil-base paint is smoother to the touch and from up close appeared to pour on thicker.
- The paint contractor said he did not have a preference either way, since he was familiar with both products already.

Learning Curve

- Many paint contractors are already familiar with the water-base paint product, but others have only exclusively used oil-base paints for wood elements
- There are a few differences in approach when coating wood with the water-base paint
- Painters will ultimately need to use a different tip on their sprayer and it will take a slightly different technique for coating (learning how it will stack & how it will spray)
- David thinks it will take anywhere from 1 to 3 jobs for a paint contractor to become completely comfortable spraying this product; if they have never used it before, he recommends starting them on baseboards and garages rather than main areas
- SW reps are happy to help with initial walkthrough and training to ensure proper procedures are utilized

Other Call-Outs

- Water-base alkyd paint pricing is competitive to oil products and David can help you figure out what price difference (if any) to expect in comparison to your current spec
- David's #1 recommendation is for builders to consult with their SW rep to compile paint spec requirements for staining, sealing, caulking, priming, and top coats
- There are many advantages to controlling the spec when hiring a paint contractor & it helps ensure they are using products that will perform to your standards
- Contact David Holley with any additional questions!