


## 2011 ISP Painting, Inc. Monthly Newsletter



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### ISP is more than just a painting company . . .

ISP has been helping the biggest names in commercial, retail and restaurant sectors keep their locations in top condition since 1991. The difference with ISP is clear; it's about more than tools or paint—it's about **professionalism.**

### How do we work with our valued clients?

Our industry-leading [Concierge Service](#) gives you . . .

- Dedicated Project Management
- Super-Efficient Communication

## Are You Ready When Disaster Strikes . . .

In light of the recent devastation in Japan, I could not help but ask myself, "Are we ready if a Disaster Strikes here?" While the recent Tsunami in Japan is an extreme situation for many, Mother Nature does play an important role in our businesses' day-to-day operations.

- According to FEMA.gov: Between December 24, 1964 – March 3, 2007, Severe Storms and Floods made up a majority of the natural disasters in the United States.

With over 212,897 claimed losses paid in 2005 and another 74,300 claimed losses paid in 2008, the numbers are staggering. I would like to let you know ISP Painting is here to support your organization during difficult times like these. Offering nationwide disaster relief services, our trained painters have the knowledge and expertise to get you back on your feet.

In addition, our trained professionals have the knowledge to treat an array of issues your facilities may face including:

- Water Stains
- Foul and Musty Odors
- Mildew and Mold Problems
- Water Leaks and Paint Blistering

### Don't just cover-up the problem, fix it!

While nobody likes to think about Mother Nature's potential for destruction, not thinking about it could be more devastating to your business!

- Comprehensive Specification/Design Services

To find out more about ISP Painting's Concierge Service, [Click Here](#)



#### Industries we service . . .

[Restaurant Industry](#)

[Retail Industry](#)

[Building Owners / Property](#)

[Managers](#)

[Hospitality Industry](#)

[Big Box Stores](#)



#### Get in Shape . . .

With National Interior and Exterior Rollouts

Services include:

- Visual Rollout
- High Traffic Rollout
- Preventative/Reactive Maintenance
- Re-Branding Renovation
- Wall Cover Removal/Installation
- Line Striping
- Faux Finishes
- EIFS Restoration

In closing, our thoughts at ISP Painting remain with those who have suffered great loss in Japan and it is our continued commitment to be there for you when you need us most.

Katie Liszka  
President

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#### A Simple Strategy to Lower Maintenance Repaint Costs . . .

These days, budgetary math for retailers is really pretty simple.

**Out of control spending = bad**

**Controlling costs = good**

Of course, controlling costs does not happen by accident. It requires you to develop a forward-thinking, proactive strategy that takes into account as many scenarios as possible. This thorough preparation gives you the ability to look objectively at every situation and act appropriately. On the other hand, if you're always reacting in a knee-jerk way, you will almost always end up spending more money than you would have if you had planned more carefully.

#### The data supports a proactive approach to repaints

We are currently working with a retail customer who is taking this approach to heart. In particular, this retail chain is reevaluating its store maintenance strategy with respect to painting.

We believe that if we take a proactive approach and schedule maintenance repaints ahead of time, rather than conducting repaints on a reactive, case-by-case basis, we will drive down costs and save our customer money.

At our customer's request, we have been collecting data on the effectiveness of this strategy. We are specifically measuring the effect we are having on the number and total expense of work orders.

It's still a bit early to report hard statistics, but so far, it appears that our customer has reduced their costs by 10 – 20% with this proactive strategy. For more information about programs that help reduce costs, send [us an email](#).

Brandon Finkenhoefer  
National Sales Manager

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### Monthly Green Tip . . .

Before deciding whether you need to purchase new furniture and fixtures for your business, **see if your existing furniture and fixtures can be refurbished.**

It's less expensive than buying new and better for the environment.

To find out more, [Visit ISP Painting Online.](#)



### ISP Hits YouTube. . .

- Do you have an upcoming project?
- Want to see our crews at work?

[Check us out on YouTube!](#)

### Do you have Blistering or Bubbling . . .

Be it a day, month, or year, nothing is more frustrating than walking through your newly painted facility and seeing Blistering or Bubbling. While this can occur in any paint, the most common occurrences are in latex and acrylic paints.

While the end results of Blistering and Bubbling are the same, the causes of these two frustrations are not!

### What are the differences and between Blistering and Bubbling . . .

Blistering occurs when the upper layer of paint loses adhesion and separates from older layers. Typically, this happens after the paint has dried completely. There are no good guidelines for determining if or when it will occur. Blistering can happen immediately after the paint has dried or a year later.

Bubbles form as the result of a chemical reaction and become more common when paint is applied to a hot surface. When the top layer of paint dries, it forms a barrier. The barrier prevents the solvents from escaping and the hot surface then causes those solvents to vaporize.

These expanding gases put enough pressure on the paint to force it away from the substrate, creating a bubble. Bubbling can occur early on or during the initial drying phase.

As a national painting company, ISP Painting has been able to repeatedly identify the root cause of Blistering and Bubbling in many facilities across the country. By taking the time necessary to identify the problems, diagnose the causes, and prep the areas prior to painting, ISP Painting has been able to extend the life of the finishes it applies and reduce the occurrences of Blistering and Bubbling.

To receive a free brochure on the "Top Ten Causes of Blistering and Bubbling" and ISP Painting's approach to managing a project, send [us an email.](#)

Suzanne McGinnis  
PDD/PM Manager

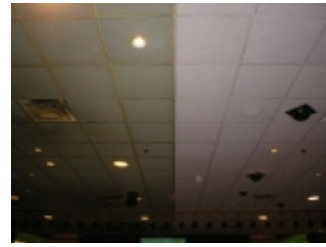


### Have a question?

Give us a call at

**800-477-2613**

or [Email Us](#)



### Next Month . . .

To recoat or not recoat, that is the question.

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