

HIRSHFIELD'S EMPLOYEE TRAINING

TIM ROLLWAGEN

A grayscale background image showing a hand holding a pencil over an open notebook. The text is overlaid on this image.

GOAL FOR TODAY

- Gain a general understanding of Hirshfield's Paint key offerings and become more comfortable using information to increase selling skills and comfort level.

AGENDA

- Factory History / How it's Made
- Paint 101
- Sheen 101
- Key Product Introductions
- Selling with Features and Benefits
- Questions

VOCABULARY

- **VOCs** – Volatile Organic Compounds, solvents released in the air as paint dries, mostly in oil or solvent based paint, very small amounts in water-based products.
- **Hide** – The ability of a coating to adequately cover an existing coating or colored substrate.
- **Durability** – The degree to which a coating can withstand the effects of the environment to which it is exposed
- **Adhesion** – The ability of a dry paint film to remain attached to the surface.
- **Paint and Primer in one** – The ability of a coating to achieve the desired color and sheen in fewer coats.
- **Gloss or Sheen** – This shininess or reflectiveness of a coating. Flat, Matte, Eggshell, Satin, Semi-gloss, High Gloss.
- **Coverage** – The spread rate of a paint or coating, usually expressed in square feet per gallon.
- **Flow or Leveling** – The ability of a coating to even out upon application, so that brush and roller marks are not visible.
- **Primer** – Primary coat designed to provide adequate adhesion between the surface and topcoat or to solve issues a standard paint will not solve.
- **Touch-up** – Application of paint on small areas of painted surfaces to repair misses, mars, scratches, and places where the coating has deteriorated, to restore the finish.
- **Film Build** – Refers to the thickness of the dried paint film.
- **Burnishing** – The formation of shiny areas on a painted surface, because of rubbing or washing.
- **Mar resistance** – The ability of a coating to resist visual damage caused by light abrasion, impact, or pressure.
- **Surfactant Leaching** – A residue that can appear on an exterior surface when latex paint is applied in humid and damp conditions. Prevalent in darker colors or when dew points are very close to air temperature. Can usually be washed off or sometimes go away in about a month.

WHAT IS PAINT?

- Paint is any pigmented liquid that converts to a thin opaque solid film after application to a substrate
- All paint is comprised of four different components: Pigments, binder, liquid or solvent and additives
- **Pigments** are what give paint its color and provide hiding characteristics
- **Binder** keeps the paint together as it dries and allows for adhesion
- **Liquid / Solvent** carries the pigment and binder
- **Additives** provide unique qualities in a variety of coatings such as mildew resistance or increased leveling and brushability

PAINT FACTORY



MANUFACTURING STATS

- Opened in 1982, five additions since opening, 50,000 square feet
- Able to produce up to 4000 gallons per day at full capacity
- Customers in Minnesota, Wisconsin, North and South Dakota, Iowa, Illinois, and Japan
- Batches of 100 gallons up to 1000 gallons. Made in pints, quarts, gallons, fives, and 250-gallon totes. Factory tinted colors for large projects
- Catalog of over 80 unique coatings







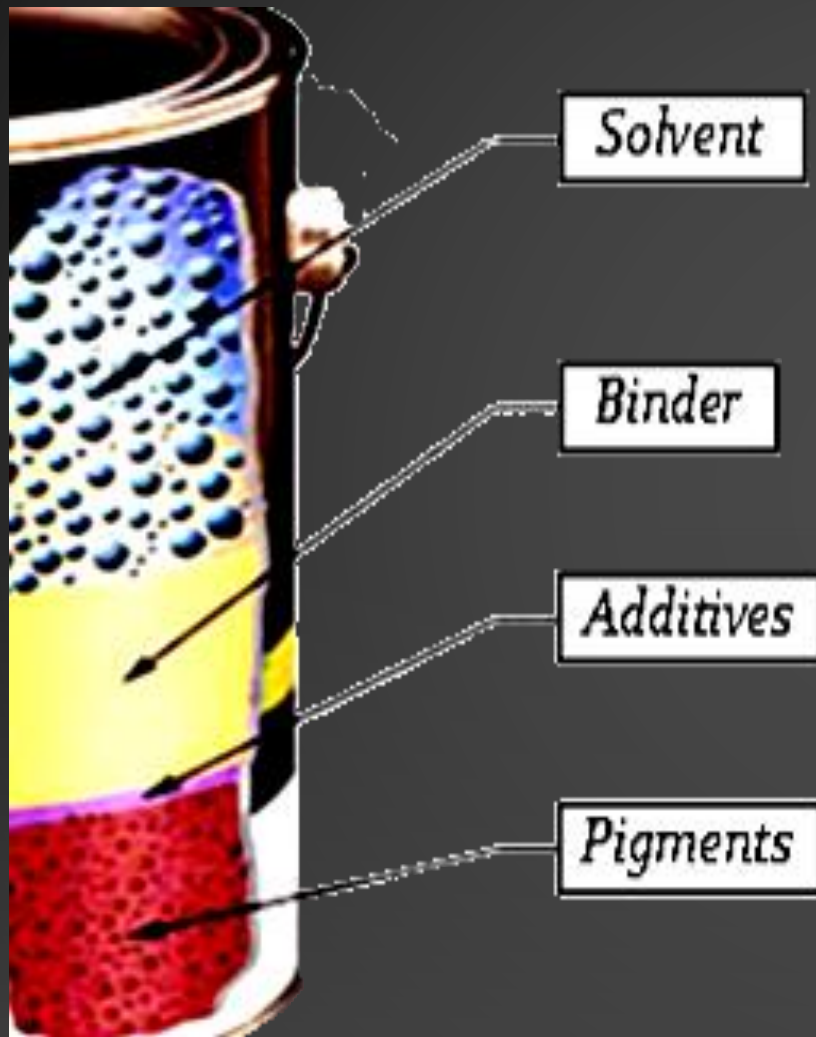




WHAT DO WE PRODUCE?

- Interior Paints
- Exterior Paints
- Primers
- Ceiling Paint
- Field Marking Paint
- Specialty Coatings / Toll Business

What's in a Can of Paint



Solvent

Provide a means for the pigment and binder to be applied to a surface

Binder

Literally 'bind' the pigment together, and provide paint film integrity and adhesion

Additives

Low volume ingredients that provide specific paint properties

Pigments

Provide color and hiding properties, and some are used to add body to the paint while keeping manufacturing costs low

Common Solvents

Paint Thinner – primary solvent in oil and alkyd based products

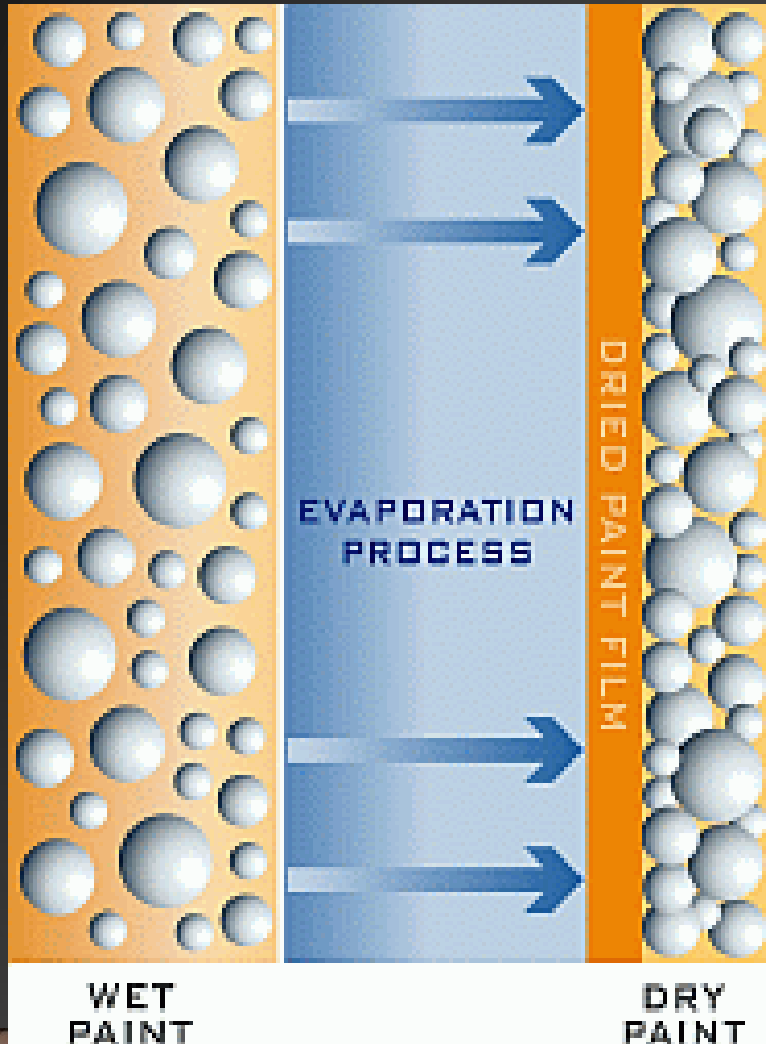
Denatured Alcohol – primary solvent in shellac based products

Lacquer Thinner – primary solvent in lacquer based products

Water – primary solvent in latex based products



Purpose of Solvents in Paint



Solvents - liquids used to dissolve or disperse the binder

- Provide a means for the pigment and binder to be applied to a surface
- Control the viscosity of paint
- Influence the rate of drying and flow + leveling properties
- Aid in the film formation of latex paints (coalescing agents)
- Contribute to volatile organic compound (VOC) emissions
- Examples include butyl cellosolve, ethylene glycol, xylene, and mineral spirits

Pigments – Prime & Extender

Pigments – Prime and Extender

What they do:

- Provide color and hiding properties
- Some are used to add body to the paint while keeping manufacturing costs low
- Help determine gloss/sheen
- Provide whiteness/brightness

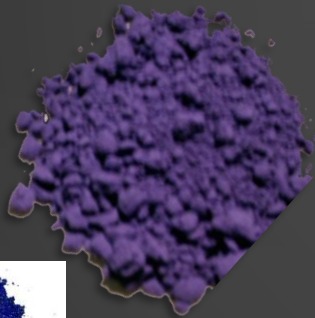
Pigments – Prime



Prime pigments all fall under two sub-classes

- **Natural**

- Naturally occurring
- Examples include white (titanium dioxide), black, yellow oxide, red oxide, and raw umber
- ***Titanium dioxide (TiO₂) contributes to 60-70% of raw material costs***



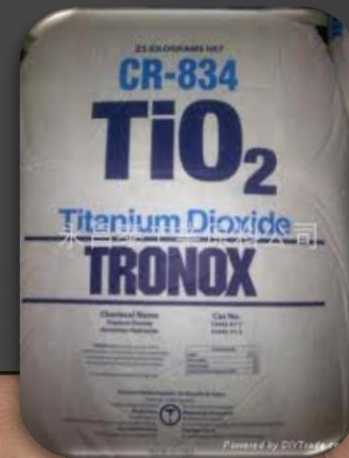
- **Synthetic**

- Man made pigments
- Examples include blue, green, durable red, yellow, magenta, and violet.



Pigments – Prime

- Prime pigments are the pigments that provide whiteness and color
- Main source of wet and dry hiding once paint is applied
- Titanium dioxide (TiO₂) is the predominant white prime pigment
 - TiO₂ provides brilliant whiteness
 - TiO₂ provides excellent coverage, wet or dry
 - Brilliant whiteness is the result of its unmatched ability to scatter light across the entire spectrum of light

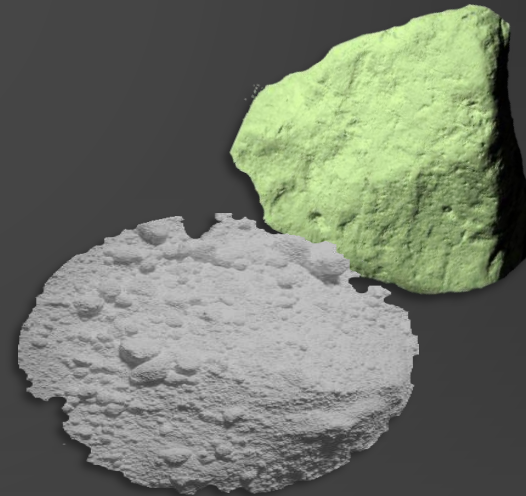


Pigments – Extender

- Extender pigments provide bulk in paint at a relatively low cost
- These lower cost extender pigments have much less hiding capability than TiO_2
- Can be used to alter gloss, burnish resistance, scrubs, touch up, and flow and leveling characteristics

Commonly used extender pigments:

- Clay
- Diatomaceous Silica
- Silica
- Calcium Carbonate
- Talc



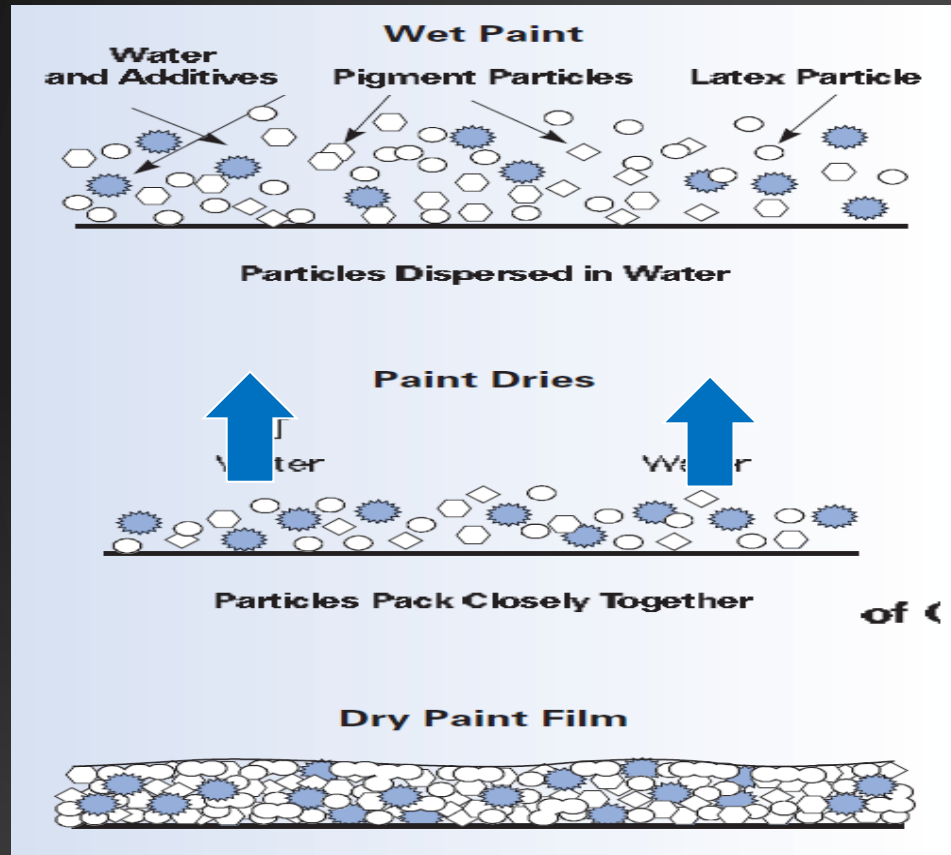
Binders

Binders – Literally ‘bind’ the pigment together, and provide paint film integrity and adhesion

- Type & quality of binder will determine many different paint properties, including:
 - Adhesion
 - Scrubs
 - Chalk, Fade and Crack Resistance
 - Flow and Level
 - Sheen
- Binders without pigment added will dry to a clear, glossy coating
- The sheen level of a binder is reduced as the amount of pigment increases in a gallon of paint

Coalescence (Water-based Products)

Binders in latex based coatings are solid, plastic-like material dispersed as microscopic particles in water such as Acrylic, Vinyl Acrylic and Styrenated Acrylic



- Latex based binder film formation - Evaporation and Coalescence:
 - Paint is applied, and the liquid (solvent) evaporates, leaving behind the binders and pigments
 - As the last liquid evaporates, the binders and pigments draw closer together
 - The binders and pigments draw so tight that once all the solvent evaporates, they coalesce forming one continuous paint film

Acrylic / Vinyl Acrylic Latex Resins

Acrylic – Expensive Products

- Hard, yet Flexible, Crack and Peel Resistant
- Water Resistant
- Very good UV Resistance
- Very good Adhesion and Film Build
- Good Blocking Properties and Stain Removal
- Alkali Resistance
- Most durable, most scrubs, and resists dirt pickup

Vinyl Acrylic – Less Expensive Products

- Softer but washable (not all stains removed)
- Good /Fair Water Resistance and Durability
- Fair/Poor UV Resistance
- Film Erosion

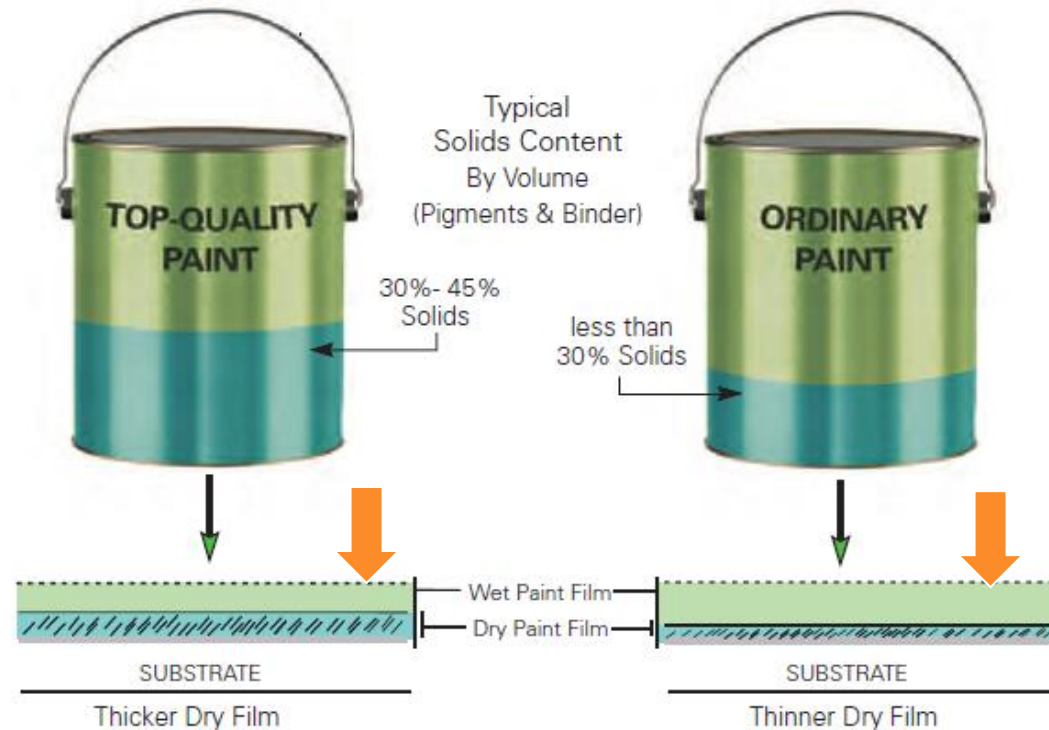
Solids – by Volume

Solids = Binder + Pigments

Solids are what remains on the surface once the paint dries & cures

Higher solids content will give you a thicker film when applied at uniform mil rates

The Higher Solids of a Quality Latex Paint Provides a Thicker Dry Film for Better Hiding and Durability



Additives – low volume specific task

Thickeners and Rheology Modifiers

(rheology is the science of how a liquid tends to flow)

- Provide adequate viscosity (thickness), so the paint may be applied properly
- Impact how thick the paint goes on and how well it flows out

Surfactants

(specialized soaps)

- Stabilize the paint so that it will not separate or become too thick
- Keep pigments dispersed and aid in compatibility with tinting colorants
- Help “wet” the surface, so the paint won’t crawl

Biocides

(Preservatives & Mildewcides)

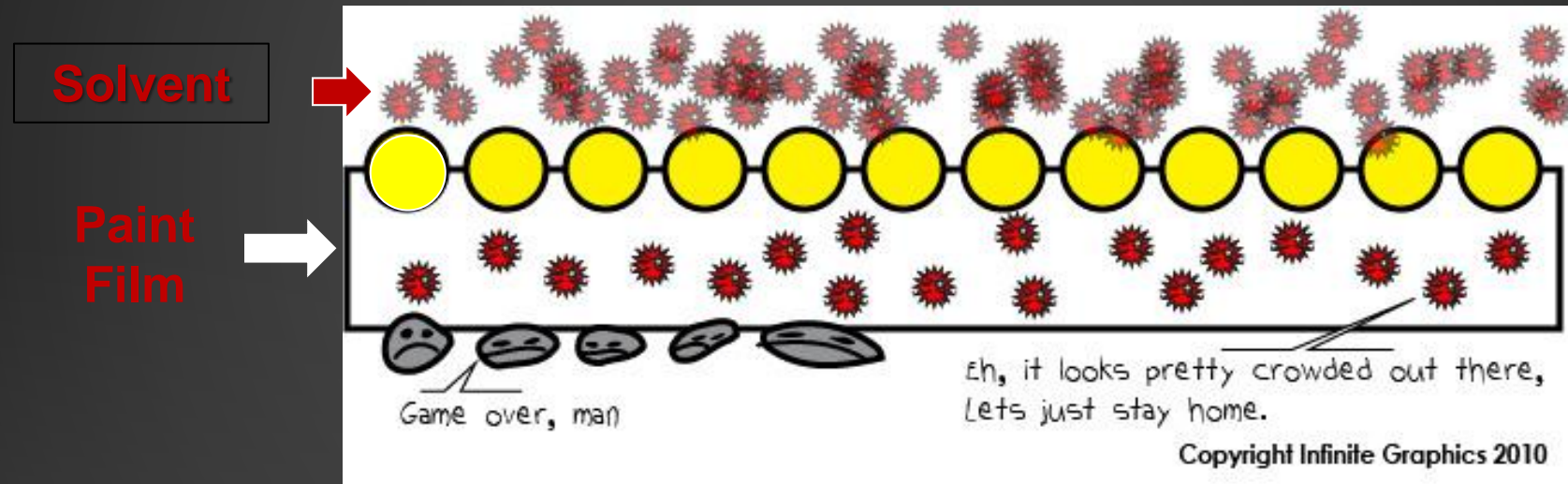
- Preservatives keep bacteria from growing in the can
- Mildewcide, discourage mildew growth on the paint film

De-Foamers

(break bubbles as they are formed in the paint)

Proper Drying & Humidity

How does Humidity and Temp affect the drying process in both Alkyd and Water-based paints?



Review

- **Paint Consists of Four Components**
 - Pigments - provide color and hiding properties
 - Binders - bind the pigment together
 - Solvents - means for the pigment and binder to be applied to a surface
 - Additives - provide specific paint properties
- **Prime Pigments offer greater performance characteristics than extender pigments, but often at a higher cost than extender pigments**
- **Solids = Binder + Pigments**
- **Paint = Solids + Solvent**



GUIDE TO SHEEN

TO SHINE OR NOT TO SHINE....

THAT IS THE QUESTION!

TABLE OF CONTENTS

Selecting
Sheens

Project
Considerations

Flat/Matte
Sheens

Eggshell
Sheen

Satin Sheen

Semi-gloss
Sheen

Gloss Sheen

Locating
Technical
Information

SELECTING THE RIGHT SHEEN FOR EACH PROJECT



THE PAINT SHEEN, OR THE GLOSS LEVEL, IS SELECTED BASED ON AESTHETIC AND PRACTICAL USE. THE HIGHER THE GLOSS LEVEL, THE SHINIER THE APPEARANCE AND THE MORE DURABLE THE FINISH. DIFFERENT SHEENS ARE IDEAL FOR DIFFERENT AREAS AROUND THE HOME.



FLAT/MATTE-
CEILINGS, ACCENT
WALLS, AND LOW-
TRAFFIC ROOMS.



EGGSHELLS-
BEDROOMS, DINING
ROOMS, AND LIVING
ROOMS.



SATINS- HALLWAYS
AND BEDROOMS



SEMI-GLOSS-
KITCHENS,
BATHROOMS,
WINDOWS, DOORS
AND TRIM



GLOSS- WINDOWS,
DOORS, AND TRIM

WHEN SELECTING SHEENS, CONSIDER THE FOLLOWING...

Are there
imperfections
on the surface?

Is this for a **low-**
traffic or **high-**
traffic area?

What **aesthetic**
appearance is
desired?

FLAT/MATTE SHEEN

- Low reflectivity, provides a stunning finish with little to no shine
- Ideal for low-traffic areas
- Hides minor surface imperfections and the appearance of touch-ups

Where to use:

- Walls with imperfections
- Ceilings
- Low-traffic rooms
- Accent walls



EGGSHELL SHEEN

- Slightly lower sheen than satin and semi-gloss paints
- Offers more durability than flats
- Provides the durability of a higher sheen without the shininess of a semi-gloss
- Ideal for rooms with moderate traffic

Where to use:

- Living rooms
- Bedrooms
- Family rooms



SATIN SHEEN

- Offers great durability without the full shine of a semi-gloss
- Ideal for rooms with moderate to high traffic areas
- Number one finish for woodwork

Where to use:

- Hallways
- Bedrooms
- Areas where added durability is necessary



SEMI-GLOSS SHEEN

- Provides a shiny appearance and exceptional durability
- Best sheen choice when washability, scrubbability, and burnish resistance are desired
- Great choice for kitchens and bathrooms where moisture may splash on painted surfaces
- Ideal for active homes and high-traffic areas

Where to use:

- Kitchens
- Bathrooms
- Windows & Doors
- Trim



GLOSS SHEEN

- Typically built for excellent flow and leveling to be brushed
- Provides a shiny surface
- Offers excellent durability
- Used mostly in industrial maintenance applications

Where to use:

- Railings
- Doors
- Trim



FOR FURTHER INFORMATION:

To find information on specific sheen data on a particular product please direct your attention to the product Technical Data Sheet

KEY INTERIOR PAINT

- Contractor: Premier (7109X, 7309X, 7509X, 7809x)
- Classic Line: Top Scrub (209X) and Wash & Wear (169X)
- Premium: Reserve (359X, 379X, 389X)
- Ultra Premium: Platinum Ceramic (179X, 279X, 289X, Colormax)
- 2021 / MHB

CONTRACTOR SELECT PREMIER



- Available in three finishes. Flat, Low Gloss Eggshell, and Eggshell.
- Outstanding touch up, ideal for all projects
- Maintains a higher film build when sprayed resulting in better durability.
- Wide variety of applications making it ideal for everyday painter.

WASH & WEAR



- Classic flat wall paint with high end look
- Excellent touch up
- Superior burnish resistance and washability

TOP SCRUB



- Classic vinyl acrylic formula for easy flow and leveling
- Attractive lower sheen eggshell finish
- High end burnish resistance and durability
- Trusted name in our market

RESERVE



- Paint and primer in one formulation
- Low VOC making it ideal for bedrooms and busy living areas
- Ultra Premium performance in matte and eggshell. Flat finish is coming soon
- Excellent coverage and hide

PLATINUM CERAMIC



- Paint and primer in one
- Ceramic resin provides extreme durability in low sheen finish
- Available in matte, eggshell, and satin
- Microban additive for superior mold and mildew prevention
- Our finest interior paint

COLORMAX



- High performance in darker vibrant colors only in neutral base
- Superior mar and burnish resistance
- Available in matte, eggshell, and satin

HEAVY DUTY ENAMEL



- 100% Acrylic interior or exterior trim coating
- Available in eggshell, satin, or semi-gloss
- Very durable water base enamel for interior doors and trim
- Excellent brush, roll, or spray application
- Currently only available in pastel bases

2021 WALL AND CEILING PAINT



- New construction primer and topcoat
- Flat finish is very suitable for ceilings
- Excellent hide and touch up
- Filled an industry void during paint shortage

EXTERIOR PAINT

- Select Exterior 1000 (459X, 469X, 479X)
- Housecoat (429X, 449X, 439X)
- Platinum Exterior (579X, 589X)

SELECT 1000 EXTERIOR



- Available in flat, eggshell, and satin
- Excellent 100% acrylic coating at a value price
- Breathable paint film provides great blister resistance
- Suitable for vinyl in lighter colors

HOUSECOAT HOUSECOAT II HOUSE AND TRIM

- Three finishes flat, low luster, satin
- Most popular exterior series in our lineup
- Advanced moisture shield protects against water spotting and surfactant leaching
- Low temperature application of 35 degrees



PLATINUM EXTERIOR



- Available in flat and eggshell
- Crosslinking technology, as paint dries polymers bond together to form a film resistant to harmful exterior elements, mildew, UV, algae, moisture
- Thicker bodied formula fills in minor surface cracks
- Ultra premium exterior coating

PRODUCT QUESTIONS?

- Hirshfield's has a vast product offering. Ask painters questions about why they prefer one product over another.
- Complete a project of your own, use your experience to become more comfortable when making product recommendations.
- Use the resources around you. Ask sales reps, other employees, store managers. Everyone is happy to help.

FEATURES AND BENEFITS

- **Features**

- Low odor
- Burnish resistant
- Paint and Primer in One
- Ceramic resin
- Excellent touch up

- **Benefits**

- Less lingering paint smell
- Stays looking newer longer
- Achieve color in fewer coats
- Phenomenal durability
- Fix spots without repainting

WHY?

- Positive experiences increase repeat business
- Regional family-owned business with limited resources
- Word of mouth recommendations and online reviews are crucial to our success as a company
- To make sure people continue to shop with us

THANK YOU!!
