

September 2011

Beyond the Brush

Your Quarterly Paint Primer



**Hometown Experts
Better Choices**

Welcome to the first edition of Anderson Paint Company's *Beyond the Brush!* - Your Quarterly Paint Primer.

We are very excited about it and will make every effort to share with you valuable and interesting information about our company, our suppliers and their products, promotions and sales, and much, much more.

This year marks our 60th anniversary of serving the people of Ann Arbor and Washtenaw County. Since our grandfather William "Brady" Anderson opened the original Anderson Paint store on Washington Street, our goal has always been to provide our customers with the highest quality products, unparalleled product knowledge and customer service, and innovative applications and techniques - all in a comfortable shopping environment. Hopefully, we have lived up to that promise and will continue to do so long into the future.

All of us at Anderson Paint Company are grateful for your continued support and patronage - and for the opportunity to share this newsletter with you. Enjoy!



Pictured left to right: Tony Anderson and Bob Anderson, Jr.

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Monthly Specials

Anderson Paint Company is pleased to offer the following paint products and accessories at special savings in September:

**Graham Interior Ceramic
Flat, Satin & Gloss
\$10 Off Gallons
(\$5 In Store Discount +
\$5 Mail-in Rebate)**

**Grip n Seal Primer
\$5 Off Gallons**

**Benjamin Moore
Waterborne Ceiling Paint
\$5 Off Gallons**

Corona Chinex Brushes

New Arrivals!

Meet ben by Benjamin Moore. Are you looking for an eco-friendly, low VOC and low odor paint for your next project? Do you want easy application? Self-priming? Excellent coverage? Great value? If so, ben by Benjamin Moore is just the ticket. With Flat, Eggshell and Semi-Gloss interior - and Flat, Low Lustre and Soft-Gloss exterior - finishes, ben is the perfect choice for virtually any new or previously painted surface.

Available in every Benjamin Moore color, ben is spatter- and mildew-resistant, fast drying and can be washed with soap and water just two weeks after application! It even comes with Benjamin Moore's 25-year warranty - so you can express your personal style with creativity and confidence!

Log onto benjaminmoore.com or ask your Anderson Paint consultant for more details today!



15% Off Entire
Chinex Line

Economy Plastic
Paint Tray
\$2.99

Visit our website

andersonpaint.com

every month to see what's on sale, what's new and what we've got in store for you and your next project!

In the Spotlight

MAXUM® Exterior Finishes:

Maximum possibilities. MAXUM performance.

For more than three decades, the MAXUM exterior brand has delivered consistent, trusted performance and protection with its full range of Exterior Woodcare and House Paint Finishes and Prep Products. And since MAXUM's inception, Anderson Paint Company has been a proud retailer of the company's outstanding product line used by discerning professional applicators and DIY homeowners alike.

Available in just about any color under the sun, high performance MAXUM Stains are specially formulated with advanced UV blockers that guard against fading. Deep penetrating resins offer unsurpassed protection for any exterior wood surface. And that adds up to more value, longer lasting beauty and a great alternative to traditional paint products. Your choices are virtually endless!

Anderson Paint Company carries 100% acrylic MAXUM solid color stains. Ideal for new or previously coated wood, they provide outstanding coverage and enhanced durability by resisting moisture, mildew, discoloration and warping. As an added benefit, MAXUM 2 100% Acrylic Solid Color Siding Stain is formulated for a longer drying time that results in a more consistent finished appearance - free of lap marks, and variations in sheen and opaque qualities. MAXUM 2+ 100% Acrylic Solid Color Siding Stain is specially formulated for most vertical exterior wood surfaces and can be applied in temperatures as low as 35 degrees F.

Like its acrylic counterpart, MAXUM Transparent Alkyd Deck & Siding Stain is a premium quality, low VOC stain that protects and beautifies most exterior wood surfaces. Trans-Oxide pigments and deep penetrating alkyd resin protect against mildew, abrasion and sun damage.

MAXUM®

a Benjamin Moore® Company



For those who lean more toward natural-looking protection, MAXUM has your answer. MAXUM Sheer Naturals™ Oil Deck & Siding Stain brings out the best in both new and weathered unpainted wood surfaces. It also guards against sun damage, dry rot and warping, and stands up to heavy foot traffic. The clear finish protects while preserving the natural beauty of the wood.

Another versatile option is MAXUM 7600 Series Semi-Transparent Deck & Siding Stain. This modified alkyd formulated stain can be used on all types of exterior wood substrate and is "wet wood friendly" so you'll be finished in no time. A low temperature cure means you can apply it even in near freezing conditions with beautiful results and all the benefits associated with the MAXUM product line.

To learn more about MAXUM Stains, visit maxumstains.com or ask your friends at Anderson Paint Company. We would be happy to help you select the best MAXUM product and finish for your project

Getting Prepped.

Sometimes, you need to do more serious prep work. That's where MAXUM-PREP Professional

Spray Formula Deck & Wood Stripper comes in. Its powerful bleach-free, biodegradable formula removes water and oil-based stains and translucent finishes from pine, cedar and redwood as well as pressure treated lumber decks, fencing and siding. You might also consider MAXUM-PREP Deck & Wood Restorer to return your grayed, UV damaged and/or weathered wood to its original, natural color.



The Finishing Touch.

MAXUM Waterproofing Sealer is a great way to protect brick, concrete, smooth concrete block, clay and quarry tile, stucco, rough sawn wood, smooth finish wood, plywood and wood shingle from freezing and thawing surface water, warping, shrinking, splitting and grain raising. It also adds an odorless, non-stiff waterproof barrier to awnings, tents, tarps, backpacks, sleeping bags, shoes and more.

CASE STUDY: Beauty and Durability Rolled into One



In 2004, Ann Arbor homeowners Karen Anderson and Gene Jones said goodbye to the circa 1980s

pastel color scheme on their vintage Cape Cod, choosing a bold new palette to complement a renovation going on inside. Armed with a swatch book and a mission, the couple selected five Benjamin Moore colors and turned to Anderson Paint Company for some help in locating the right painter and the right paint product. They found both a custom painter who was up to the challenge and a recommendation for using MAXUM Stains on the previously painted and peeling cedar shake siding.

The dramatic result speaks for itself. In fact, seven years later, the home still looks great!



The coupon features the Anderson Paint Company logo on the left, which includes a hand holding a color swatch. To the right of the logo, the text reads "ANDERSON PAINT COMPANY". On the far right, a large "10% off!" is displayed with a horizontal line above the percentage. Below this, the text "ALL MAXUM PRODUCTS" is written in blue, followed by "Take 10% off all MAXUM Products" in red. To the right of the text are images of several MAXUM product containers, including cans of stain and bottles of primer. At the bottom of the coupon, a dark blue banner contains the following text: "Coupon can be used with any non-sale, in stock MAXUM items purchased at any of our stores. Coupon can only be used once. Expires September 30, 2011."

Going Green

Regal Select Interior and Exterior Paints:

Saving time and the environment - beautifully!

With 7 choices of versatile interior and exterior finish - including 4 interior paints with time- and money-saving primer built right in - Regal Select Interior and Exterior Paints from Benjamin Moore are getting rave reviews from savvy DIYers and contractors alike. Each premium quality, easy-to-apply, low odor proprietary acrylic latex formula is spatter and mildew resistant, easy to clean and durable, providing excellent coverage and outstanding results on a wide variety of common residential and commercial surfaces.

Regal Select Premium Interior Paint & Primer is available in 4 popular finishes - Flat, Eggshell, Semi-Gloss and Pearl - that are self-priming on most substrates. As with other paints, the fast-drying flat finish is ideal for ceilings and low traffic areas, and can be washed with soap and water in just 2 weeks.

The low luster eggshell finish offers similar benefits and is recommended for previously painted wallboard, plaster, masonry and primed or previously painted wood or metal. When a low lustre sheen is desired, it is also appropriate for interior walls and coated acoustic ceilings.

Trim and accent areas, as well as high-use surfaces, are well suited to a semi-gloss or pearl finish that is durable and easy to touch up. Regal Select Semi-Gloss or Pearl Finish are two great options that can be applied by brush, roller or sprayer for uniform, scrubbable results.

Outside painting projects demand hard working, long lasting paint like self-priming Regal Select Premium Exterior Paint, which is available in your choice of flat, low lustre, and soft gloss finishes. Apply to wood, hardboard, fiber cement, cedar shake, vinyl or aluminum siding, unglazed brick, concrete, stucco, cinder block or primed metal and enjoy outstanding coverage and long-lasting good looks. And, like all Regal Select paints, clean up is fast and easy with just soap and water!



Need help choosing the right Regal Select paint product for your next project? Stop in or call Anderson Paint today and we'll help guide you toward the right decision!

Fun Finds

Write On!

Chalkboard paint makes any place a message space.

Imagine having a fun and functional chalkboard in any room of your home. One that can be erased, washed, and holds up to message after message. That's the beauty of Studio Finishes® Chalkboard Paint from Benjamin Moore!



Choose your favorite spot, prep it, tape it and apply blackboard paint to create your very own, one-of-a-kind chalkboard. Just add chalk to create an inviting instant message center anywhere.

Benjamin Moore chalkboard paint creates an eco-friendly, reusable message board for jotting down shopping lists, phone messages, reminders - even notes to the kids. Try it in the kitchen to list what's for dinner on any given night and wipe it clean afterwards. Or let your kids express themselves freely by creating a chalkboard canvas on a wall, table or door. Add a few colored chalks and watch their artwork unfold.

From individual drink coasters to easy-to-ID storage containers, your possibilities are limited only by your imagination! To learn more about Studio Finishes Chalkboard Paint, including how best to apply it, ask us or visit benjaminmoore.com!

Tips, Tricks, Techniques & Trends

DIY Pointers:

Easy ways to save time, save energy and save paint!

We have an extensive list of painting contractors we can recommend for any interior or exterior painting project. Should your project budget not allow for a professional contractor to do the work, we would like to pass along these tips to help make your painting project a success.

Dip - don't drown - your paintbrush. Never put more than a third of your brush bristles into the paint. Sloppy, drippy brushes slow both painting and clean up. Clogging the bristle base with excess paint can also shorten the life of your brush.

Know what's inside. Always dab a splotch of color on the lid for easy reference. Using a Sharpie, write the name and number or color formula on the lid, too, so there will be no confusion when it's time to reorder.

Store smart. Always keep your paint cans closed securely and stored upside down to create a second seal. Make a rule to store all paints, latex- and oil-based, indoors or, at the very least, where they won't freeze.

Watch this space in future issues for more tips and tricks of the trade!

Color Consultation Service

Did you know there are hundreds of variations of white paint? Do olive and plum really go together? What colors look best with my favorite sofa? How can I make my living room appear larger? What

colors work best in natural light? How do I create a relaxing environment? Anderson Paint Company can help answer these and many other color questions with our new color consultation service. In-store consultations are Free and In-Home consultations are just \$75 per hour. Call us for more information. We're happy to help.

Our Website @ Work

Did you know that you can find answers to nearly all things "paint" just by visiting our website?

Looking for some useful painting tips? Curious about events in your area? Want to know more about the people who make Anderson Paint Ann Arbor's paint authority? Just log on to andersonpaint.com.

We can suggest a paint or stain for your next project, teach you about options for safe paint disposal, link you to manufacturer websites - even help hook you up with local contractors who might suit your project and personal style. We put everything you need at your fingertips and we're never more than a click away!

Talk to Us!

We hope you have enjoyed this issue of *Beyond the Brush* and that you found it to be a valuable resource for news and information. We value your input and plan to refine our content based on the comments we receive about each issue. So please let us know what you think! We also invite you to share your own Anderson Paint success stories, including before and after photos of a project using products purchased in one of our stores. For consideration, please send your photos, story details and contact information - as well as your thoughts on other topics we might explore - to contact@andersonpaint.com. Deadline for submissions is Friday, October 14, 2011. Please type the words Newsletter Feedback in the subject line. And thank you in advance for your suggestions!

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