

6 ADVANTAGES OF USING BETTER EXTERIOR PAINT

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Oftentimes, clients ask if they can save money on their projects by using a lesser quality paint. The short answer is, "Yes, you can save a small amount of money in the short term, but it will cost more money in the long run."

Quality exterior paints are formulated to provide a great look that lasts longer. They adhere better to surfaces and stand up to the elements more effectively. With high quality paint, you can expect:

- 1) **Better Color Retention**--In many cases, quality exterior paints keep their "new" look up to twice as long as lower grade paints.
- 2) **Better Dirt Resistance**--Quality paints won't pick up and hold airborne impurities.
- 3) **Better Resistance to Chalking**--Quality paints will hold their finish longer.
- 4) **Better Mildew Resistance**--With quality paints, the chance of unsightly mildew is greatly reduced.
- 5) **Better Hiding**--Quality paints provide a higher build for better coverage, require fewer coats, and save you on material, time and labor.
- 6) **Less Blistering, Flaking, Peeling**--Quality paints have better adhesion and maintain their professional look, year after year.

The Cost Per Year of Service--The True Value of Exterior Paint

The old adage is true: The cheapest paint isn't necessarily the most inexpensive. So before you make a decision based on price, consider this: Lower quality paints require more coats to cover, aren't as durable and usually need repainting much sooner. This is especially true with exterior coatings.

To get a true reading of costs, look beyond the price tag and compare the "cost per year of service". Let's say you're painting a building that requires 10 gallons of exterior latex. You have two options:

- Buy lower grade paint at \$20.00 per gallon with an expected lifespan of two years.
- Buy high quality paint at \$35.00 per gallon with an expected lifespan of five years.

In the first scenario, your out of pocket material cost would be \$200.00 (10 gal. @ \$20). Since the paint is expected to last two years, the "cost per year" is \$200 divided by 2 years or \$100 per year.

If you use higher quality paint, your material cost would be \$350.00 (10 gals. @ \$35). Since you won't have to repaint for five years, your "cost per year" is \$350 divided by 5 years or \$70 per year.

By choosing the higher-priced, higher quality paint, you actually save \$30 a year in paint expense. And that's just material cost. Add labor into the equation and the money you save in the long run increases even more.

Paint Quality

Painting is a major investment, in time, in money, in labor. You know it pays to spend a little extra to get a high quality, long lasting finish. But what does “quality” mean? What benefits do high quality paints provide?

Bottom line: Better ingredients mean better performance. A high quality coating starts with high quality ingredients that allow paint to apply more easily, look better and last longer. Here are four key ingredients that affect the quality of paint.

- **Pigment**
There are two different types of pigment that go into a can of paint. First are “prime” pigments. These provide color and hide. Second are low cost “extender” pigments. By comparison, they add bulk to the product, but have little value as it relates to color. Higher quality paints have more of the all important, yet more expensive prime pigments--all the things that in the end provide an easier application, better durability, and increased color retention.
- **Binders**
There are a variety of binders used in today’s paints. Latex paints contain either 100% acrylic, styrene-acrylic or vinyl acrylic binders. Oil paints typically contain linseed oil, Soya oil, or modified oils called alkyds. The type, quality and amount of binder affect everything from stain resistance and gloss to adhesion and crack resistance. Higher quality binders, found in higher quality paints, adhere to surfaces better and provide enhanced film integrity and longer lasting performance. This makes them more resistant to cracking, blistering and peeling.
- **Liquids**
Liquids have no added performance benefits. They are simply the “carriers” that allow you to get the paint from the can to the surface. As you might guess, top quality paints have a greater ratio of solids (pigments and binders) to liquids, while cheaper paints are more “watered down” with liquid.
- **Additives**
Additives are ingredients that give paint a specific benefit that it might not otherwise have. Common additives in higher end paints include:
 - Rheology modifiers – provide better hide through flow and leveling of the coating
 - Mildewcides – keep mildew in check
 - Dispersing agents – keep pigments evenly distributed
 - Preservatives – prevent spoilage

Additives do increase the cost of the product while providing significant added benefits.

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