

Perma-Chink Systems News

Fall Issue

The Wood Home Care and Maintenance Authority

In Memory of Vince Palmere



The Perma-Chink Systems family remembers and thanks Vince Palmere for all of his hard work and dedication. Vince passed away July 22, just a few days shy of his 69th birthday.

Vince was a loving son, husband, father, and grandfather. He had been with Perma-Chink for over 12 years as a Product Manager and contributed numerous articles to PCS newsletters.

He will be missed by all.

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www.permachink.com

introducing

LIFELINE™ Low VOC
ONE COAT

ULTRA-7

TRANSPARENT WOOD STAIN

APPEARANCE LONGEVITY VALUE ENVIRONMENT

Dear Friends,

In our continuing effort to increase the performance of our products, we are happy to introduce our newest member of Lifeline™ family, the highest-performance stain for your exterior walls and decks **Lifeline Ultra-7**. The new high tech resin is the building block of the stain – that’s what provides the enhanced adhesion, durability, and performance making Lifeline™ Ultra-7 the most technologically advanced wood stain on the planet. Now discover the technology behind this new stain on the following pages...

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What is so special about Lifeline™ Ultra-7 stain?

(Continued from page 1)

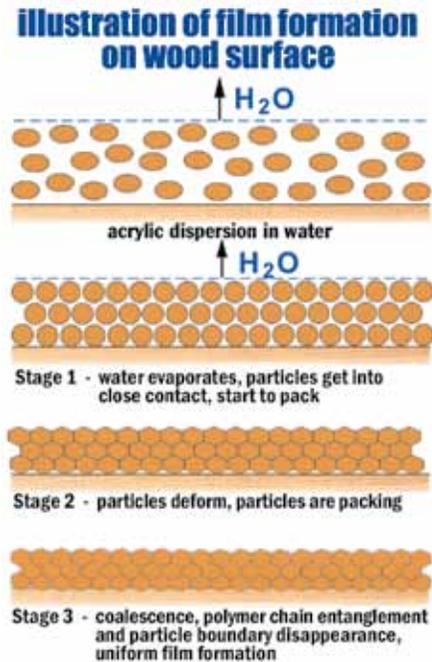
Appearance: One of the most important aesthetic considerations for log home owners is stain color and tone. It seems like most stains look great right after they are applied but will that beauty stand the test of time? By choosing a high-performance finish like Lifeline™ Ultra-7, you are ensuring that the finish will look as beautiful years after application as it did the second day it was applied thanks to a balanced formula of transparent iron oxides, mildew inhibitors and an advanced polymer resin.

Here's how it works: The transparent iron oxides protect your logs without resulting in a "painted" look that hides the natural texture and beauty of the wood grain. Plus, these pigments provide superior UV protection, blocking the fading and bleaching effects of the sun for a much longer period of time. In addition, the mildew-fighting components will help prevent any mildew or mold from growing in the finish itself, which will greatly reduce further discolorations on your logs. Lifeline™ Ultra-7 is the most technologically advanced wood stain on the planet - and it's available now from Perma-Chink Systems.

Longevity: Bottom line:

Lifeline™ Ultra-7 is the most durable exterior stain that Perma-Chink Systems has ever developed. After multiple exposure tests in harsh-weather areas across the country (think snow country, the sunny southeast and extreme mountain locations), Lifeline™ Ultra-7 stands out as THE top-of-the-line, long-lasting finish.

The secret behind its durability is Lifeline™ Ultra-7's state-of-the-art resin that creates a flexible and tough seal on your home's logs. Perhaps more importantly than the seal's strength, the resin also ensures that the seal is continuous, providing protection from holes and gaps that might otherwise develop with a lower-quality finish. In addition it has unsurpassed adhesion to wood. It's this continuity that has proven to be much more resistant to UV degradation, color fading and adhesion



loss. And just like all Lifeline™ finishes, the water-resistant film breathes just like Gore-Tex® to allow trapped moisture to evaporate from your logs.

Value. When it comes to total value, it can be difficult to figure out what finish is the best choice for the job. Between varying costs, differing coverage rates and labor prices, picking the right product can be downright confusing. But even if you decide to apply a finish yourself and assume that the labor cost is free, you should consider the maintenance and re-coat schedule for your stain job because many other finishes require annual or bi-annual applications.

When you think about the cost of products and labor over an extended period of time, Lifeline™ will be the least expensive of your options. Plus, Lifeline™ Ultra-7 can be used in nearly every application around your home, making it a great one-stop-shop product for all of your finishing needs.

It works on exterior walls, decks, railings, siding, while also being compatible with all existing Lifeline coatings to help streamline your maintenance routine.

(Continued on page 3)

What is so special about Lifeline™ Ultra-7 stain?

Environment. Coating manufacturers are faced with an ever-growing need to protect our environment, resulting in regulatory restrictions for today's finishing products. First and foremost are limitations on the Volatile Organic Compound (VOC) that coatings emit during the curing or drying stage.

What are some of the VOC restrictions placed on stains?

Stains are classified as architectural coatings and both State and Federal agencies have limited the amount of VOCs allowed in architectural coatings. Some states like California, Virginia, Pennsylvania, New Jersey and others have placed VOC limits lower than those mandated by the Federal government which is why many oil-based stains are no longer allowed to be sold in these states. Within the next few years it is expected that both State and Federal allowable VOC limits will continue to decrease.

These new regulations have certainly created obstacles in creating new products, but Lifeline™ Ultra-7 proves that Perma-Chink Systems was up for the challenge. Lifeline™ Ultra-7 meets and exceeds all standards for low-VOC exterior finishes in the most restrictive regions in North America, meaning you can use it absolutely anywhere your log home happens to be located. Plus, the tools you use to apply your home's finish need only soap and water for clean up, eliminating the need for any harsh chemicals during the initial application or maintenance.

Perma-Chink Systems, Inc. has been one of the most environmentally responsible manufacturers of wood home care products for 30 years! Our intent is to continue to provide you with advanced products that offer the best that current technology has to offer and service and support that is always there when you need it.

The Role of Exterior Topcoat

...Adding a high-performance clear exterior topcoat over the wood finish acts much as an automotive clear coat to enhance the appearance and extend the life of the finish...

Appearance – The clear topcoat significantly improves the look of the finish by enhancing the color, clarity and depth of the finish. In other words, it makes Lifeline™ finishes the most beautiful log home finishes in the world.

Longevity – The most performance enhancing feature of a clear topcoat is that it reflects sunlight. The more UV light that's reflected off the surface the slower the color coat will fade and less the wood fibers will be exposed to photo-oxidation thus extending the life of the entire finish system.

Value – Extended life means less frequent maintenance, which over time provides significant savings. Spend more time enjoying your home instead of maintaining it.

Environment – Lifeline Advance™ clear topcoat is a water-based formula that is low in VOCs and meets regulatory compliance in all 50 states.





Money Matters: Why a high-quality finish will save you money and time.

...A simple comparison of the cost of a gallon of stain is a mistake because all stains differ in their lifespan, coverage rate and quality of appearance and protection...

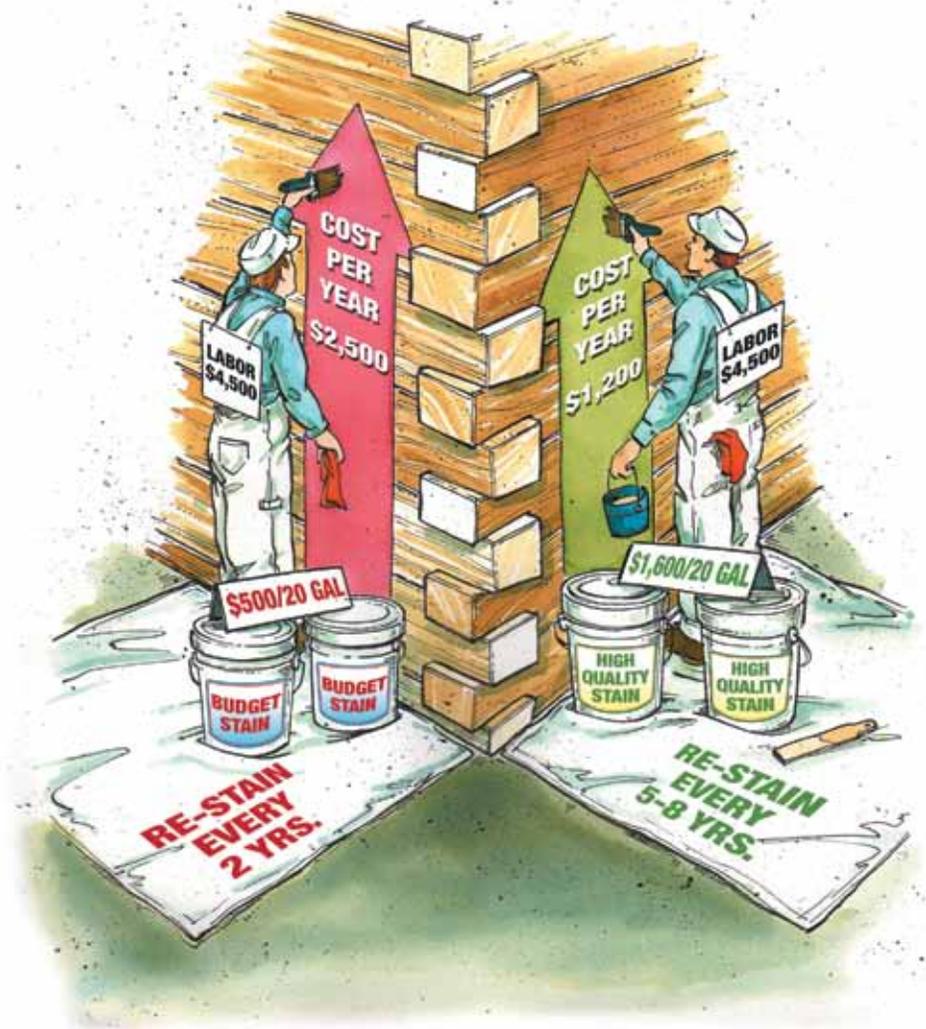
Whether you're currently building your dream log home or simply checking off tasks on your annual home-maintenance "to do" list, we're always looking for ways to skimp on expenses around the house. But when it comes to putting your best foot forward with a beautifully stained home that's also protected from the exterior elements, you might want to think twice before being lured in by the lower price tag of a middle-of-the-road finishing product.

Think about it: Not only does a stain and finish define the aesthetic appeal of your log home, enhancing the striking beauty of the wood's grain and natural color, but it serves as a shield for your home's most precious building blocks – the logs. Because of this, it makes sense to spend the extra money upfront on a high-quality finish for your home. And, as it turns out, if you can swing the higher cost for the first application, you will save yourself oodles of cash over the lifetime of your log home.

How it works: The total cost for finishing your log home includes labor, tools and the materials involved in preparation of the wood surface, application of the finish and maintenance of that finish. When you consider the cost, it's important to include the total, long-term cost of the stain that you choose.

To prove this point, the professionals in the industry performed a careful analysis that shows that in the long run, it's actually less expensive to apply the very best quality stain, despite its higher initial cost. **How?** Field tests show that while low quality finishes last two years or less, top quality 100-percent acrylic polymer finishes such as the *Lifeline™ Ultra* family from Perma-Chink Systems last five years or more.

To illustrate this idea, let's look at an example.



Do the math and get the greatest value for your time!

Money Matters:

For an average-size log home, labor costs for finishing would typically be about \$4,500. In addition, about 20 gallons of stain would be needed to apply two coats to the home. For an ordinary stain, let's say the cost per gallon is \$25, totaling \$500 for the entire job. Add in \$4,500 for labor, and **the total cost of the job is \$5,000.**

Field tests show that the job will last two years, the cost per year of service would be **\$2,500.**

Now let's take a look at the cost for a top-quality, 100-percent acrylic stain. At a cost of somewhere around \$80 per gallon, the cost for 20 gallons would be \$1,600. Again, the labor would be \$4,500, so **the total would be \$6,100** – a significant increase from the lower-priced product.

But, since the stain job will last at least five years, the cost per year of service would only come out to **\$1,200** – **less than half the yearly cost of the "budget" stain job!**

It's no surprise that high-quality products from Perma-Chink Systems' extensive collection of exterior finishes and stains will result in spending less time and money protecting and maintaining your log home over the years.



**SAVINGS
OVER \$12,000 !!!**

...Labor is money no matter who's doing the work, so why not pick the right finish the first time around, saving yourself from having to maintain your logs time and time again? Not to mention, a high-quality product will ensure a gorgeous finished product that you'll be proud to call "home."

You will be amazed at how it highlights the wood grain to keep your home looking beautiful over the long term and how easy it is to maintain.

Visit www.permachink.com for more information about *Lifeline™* exterior and interior easy-to-use stains and finishes.

■ We are Back Open and Ready to Serve You in Sevierville!

We are very happy to announce that we have re-opened our Perma-Chink branch at 1357 Dolly Parton Parkway in Sevierville, TN. Our showroom and convenient fully-stocked warehouse are once again open for business. Also, one of the most experienced log home specialists in the industry, Eddie McDaniels, is back as our branch manager.



1357 Dolly Parton Parkway
(old Newport Highway)
Sevierville, TN 37862

Do you own a home in the area? Eddie is available to give you all the expert personalized service that you need, along with all the resources that only Perma-Chink Systems can provide – anything to help you with your log, timber frame or wood-sided home.

Are you a local contractor? We're back here to provide you with Perma-Chink's same highest quality products, specialty tools and project advice – all available where you want them and when you want them – right here close to home.

We will be open weekdays 8am to 5pm Eastern, except Wednesdays are 8 to noon. Call the store at 865-774-3307 or reach Eddie on his cell 865-607-7113. As always, check us out online at www.permachink.com. We're here to help you!

Company Stores

Washington/Western Division

Redmond, WA 98052
(425) 885-6050
1-800-548-1231

Tennessee/Eastern Division

Knoxville, TN 37914
(865) 524-7343
1-800-548-3554

Tennessee/Sevierville

Sevierville, TN 37862
(865) 774-3307

Minnesota Branch

Rice, MN 56367
(320) 393-3088
1-877-244-6548

Colorado Branch

Rifle, CO 81650
(970) 625-1966
1-800-433-8781

Montana Branch

Stevensville, MT 59870
(406) 642-3544
1-800-479-7090

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Stocking Distributors

**Canadian Log Home Supply,
Central & Eastern Canada**
1-800-746-7773
www.canadianloghomesupply.com

**Hess Log Home Supplies,
Pennsylvania**
1-800-257-4864
www.hessloghomesupplies.com

**Log Home Center,
Indiana**
1-800-773-6223
www.loghomecenter.com

**Steels Industrial Products, Ltd.,
Western Canada**
1-877-846-7502
www.steels.com

**Timeless Wood Care Products,
Michigan**
1-800-564-2987
www.timelesswoodcare.com

Energy Efficiency

Heating costs are going through the roof while heat still slips out through the cracks between the logs. This is the year to Perma-Chink® or Energy Seal® and start saving money immediately.

Check out the new color selection for **Energy Seal** to complement your finish, enhance the beauty of your home and save big money right away!

Call us now for a new color card.



Fall Maintenance with



A mild, easy to use cleaner for cleaning finished exterior surfaces. Of all the products we've developed over the past three decades none has had the impact on the success of our finish systems as *Log Wash*.

Call us or visit www.permachink.com for more information.

Renovation in Tennessee #3

■ Prepared to Deal with Unexpected

By Tony Huddleston

As the East wall was now finished and prepped for the finish, we moved to the west wall that had suffered the most damage due to prolonged exposure without any maintenance over the past years. This unprotected wall had been subjected to years of water and sun which had led to some rotting situations and de-lamination due to weather cracking. We found more of the unexpected that would have to be dealt with.

The first step was to remove the weather cracked wood with wood chisels down to sound wood which left a noticeable depression in some of the wall logs. Once that was cleaned properly, the area was again treated with Shell Guard RTU to help prevent any additional damage from rot fungi. The Shell Guard RTU was allowed to dry and then the area was treated with M-Balm and filled with E-Wood epoxy to bring the surface up to the original level as the rest of the wall. Care was taken to insure that it was overfilled slightly to allow for grinding and sealing, to prevent any further water infiltration in the future. The surfaces were then ground down with sanding pads and a light coat of stain was applied to make the repairs less noticeable after the final coats of finish would be applied.

Higher up on the gable logs we also discovered some rot, and the same methods were used in those areas. Holes were drilled and injected with M-Balm epoxy to reconsolidate areas that were in question.

These issues would be totally preventable if a regularly scheduled maintenance program would have been carried out over the years. The value and cost savings of regular maintenance is sometimes overlooked for various reasons. Any home, log or conventional, will suffer without minor maintenance over the years. In this case, repairs would have been unnecessary had a little work been undertaken over the years.

In the next issue we will dive a little deeper into dealing with the unexpected, as more damage was found on the West wall due to improper installation of the air conditioning bonnet and the nearby electrical box. You will be able to see how additional steps during installation of “accessories” would have saved some extra work.



Log de-lamination



E-wood epoxy application



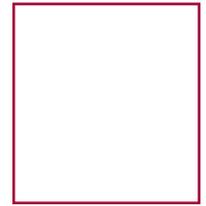
Sanding



After sanding



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The Log Home Care and Maintenance Authority

Don't Miss Out FREE Workshops Fall-Winter 2011



- September 17 Petersburg, Pennsylvania
- September 17 Rifle, Colorado
- September 24 Knoxville, Tennessee
- November 5 Stevensville, Montana
- November 12 Knoxville, Tennessee
- December 10 Knoxville, Tennessee

Free samples of many of our products are available upon request. Call your nearest Perma-Chink Systems store

Come See Us at the Log Home Shows

- October 7-9 Chattanooga, Tennessee
- October 7-9 Seven Springs, Pennsylvania
- October 14-16 Dallas, Texas
- October 28-30 Chantilly, Virginia

Perma-Chink Systems Free Product Catalog



order on line at:

www.permachink.com



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www.permachink.com

Join our E-Mailing List and learn more about our products.