PAOLI, PENNSYLVANIA

May 26, 1966

TO: ALL SALES MANAGERS
ALL AREA SALES MANAGERS
ALL SALESMEN
DISTRIBUTION DIVISION SALES PERSONNEL

General Sales Bulletin # 36-66

CC: R. I. Fredericks, Paoli
K. A. McCaskill, Paoli

SUBJECT: GYPSUM WALLBOARD

RE: Complaints on Surface Finish

BY: C. E.Abbey:jw

Periodically there are a rash of complaints on joints "bleeding through", "shadowing through", or some other local terminology describing a condition which is not caused by defective joint compound. In a vast majority of such complaints that are investigated, it invariably is the fault of the decoration; either the type, the amount, or the method of application. We have even had them when some adhesive such as masking tape defaces the paper surface.

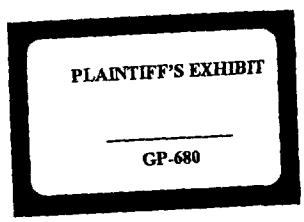
This bulletin is repetitious of comments made in the past to the effect that all gypsum wallboard manufacturers say that the surface of the wallboard after the joint treatment has been completed and is dry, must be primed and sealed for most satisfactory results. Invariably the contractor, owner or applicator in the field, and most always the painting contractor, overlook this, saying that it is too costly and not necessary, and that a one or a two-coat paint job is all that is needed.

While all manufacturers of joint system try to develop a material which, when finished, and dry, comes close to matching the characteristics of the wallboard paper - it is impossible to make a perfect match. In many instances a good applicator can apply the joint material and practically eliminate sanding. On the other hand, the joint may be very smooth or coarse as compared to the paper, yet will have more suction due to the porosity of the material, as compared to the porosity of a highly calendered face paper. Painters aggravate the problem by a one-coat application or by spray painting two coats each so extended as to have little hiding power, or may use a very cheap paint which has little pigment and no hiding power.

Very frequently the owner or general contractor will complain first to the painter. The stock reply is their paint is satisfactory, it is the joint system or board which has caused the "bleed through" or "shadowing". This is a problem that all gypsum wallboard manufacturers face. It is more prevalent on highly speculative building projects but has been seen even in so-called high class apartments.

Another factor which contributes to the problem is a brush application of the paint, particularly those with glossy finish. A roller coat application helps to hide the differences in the suction and texture by producing a slight texture effect.

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Be sure you realize these problems may occur and call them tactfully, but pointedly, to the attention of the drywall contractor and the general contractor. The wallboard and the joint system are only innocent bystanders. We stand behind our products - when they are properly used. The paint manufacturers will replace only the material so the contractor has more to gain if he can be reimbursed for both materials and labor by claiming our products are at fault.

The most common causes of "bleeding through" or "shadowing" and their remedies are:

CAUSE	REMEDY OR PREVENTION
1. Painting before the joint system is completely dry.	1. Allow sufficient drying time.
2. Crowning the joints will cause a difference in light reflection.	2. Avoid high crowns.
3. Difference in texture and suction between cement and board.	3. Apply primer or skim coat.
4. Painting with paint having poor hiding properties - thinning paint too much.	4. Avoid excessive thinning of paints.

The same problems may be encountered in the ceiling which is textured only (not painted).