

PAOLI, PENNSYLVANIA

November 11, 1965

PLAINTIFF'S EXHIBIT

GP-1097

To: All Regional Sales Managers
All Area Sales Managers
All Salesmen

Gen. Sales Bulletin #107-65

Subject: PAINTING & DECORATING CON-
TRACTORS OF AMERICA

Reference: The 1965 Publication "A
Modern Guide to Painting
Specification"

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FILE - Gypsum Wallboard
Product Manual #1
Section 5-A

We have received a 1965 Modern Publication "A Modern Guide to Painting Specifications", this publication was prepared and directed towards "Architects", "Specification Writers" and "Engineers", by the "Painting and Decorating Contractors of America".

In the Foreword of this Publication, they mention: "The problems created in construction by poor painting and decorating specifications".

"The Painting and Decorating Contractors of America, the Architects, the owners, and all concerned with construction, have suffered because of inadequacies, inaccuracies, and inconsistencies in Painting and Decorating specifications. Many reasons for these faults could be named. Practically all of them, however, stem from the fact that knowledge of present day economics of the painting industry, as well as knowledge of modern methods of application and the nature of modern materials is inadequate".

Under "Recommendations to the Architect", the Painting and Decorating Contractors of America provide for three types of job specifications:

TYPE I STANDARD - A job which can be recommended by a contractor which has the usual life expectancy of a well painted surface. This job shall be guaranteed for a period of one (1) year.

TYPE II PREMIUM - A job that will give the most excellent finish possible, and which will provide the maximum durability which can be reasonably expected from a painted surface. This job shall be guaranteed for two (2) years, after date of acceptance against failures caused by poor application procedures or workmanship, or faulty materials.

TYPE III MINIMUM - A job, considering the condition of the surface to be painted, whose appearance, durability and protection is not the maximum which can be obtained. These jobs carry no guarantee.

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NOTE: Under these three (3) types of painting specifications, you will note that there are no single coat applications of paint mentioned and even in Type III, the MINIMUM, two coats are mentioned, with the first coat being pigmented wall primer or sealer or latex primer and then the finish coat. (Excluding Acoustical Plaster and Tile).

<u>"STANDARD JOB"</u>	<u>"PREMIUM JOB"</u>	<u>"MINIMUM JOB"</u>
<u>TYPE I</u>	<u>TYPE II</u>	<u>TYPE III</u>
New Work - Interior	New Work - Interior	New Work - Interior
<u>Specifications</u>	<u>Specifications</u>	<u>Specifications</u>
<u>1.2.5 Plaster, Drywall</u>	<u>8.2.6 Plaster, Drywall</u>	<u>15.2.4 Plaster, Drywall</u>
(a) First Coat: Pigmented Wall Primer & Sealer or Latex Primer, or Texture.	(a) First Coat: Pigmented Wall Primer & Sealer or Latex Primer or Texture.	(a) First Coat: Pigmented Wall Primer & Sealer or Latex Primer
(b) Second Coat: Flat Wall Enamel.	(b) Second Coat: Flat Wall Enamel.	(b) Second Coat: Flat Wall Enamel or Interior Latex.
(c) Third Coat: Flat Wall Enamel.	(c) Third Coat: Flat Wall Enamel.	
<u>1.2.5.2 FLAT STIPPLE FINISH</u>	<u>8.2.6.2 FLAT STIPPLE SYSTEM</u>	<u>15.2.4.2 FLAT STIPPLE FINISH</u>
(a) First Coat: Pigmented Wall Primer & Sealer or Latex Primer.	(a) First Coat: Pigmented Wall Primer & Sealer or Latex Primer.	(a) First Coat: Pigmented Wall Primer & Sealer or Latex Primer.
(b) Second Coat: Stipple Wall paint applied to a uniform pattern specify degree of gloss.	(b) Second Coat: Flat Wall Enamel.	(b) Second Coat: Flat Stipple Paint.
	(c) Third Coat: Flat stipple paint in a Uniform Pattern.	
<u>1.2.5.3 LATEX FINISHES</u>	<u>8.2.6.3 GLOSS STIPPLE SYSTEM</u>	
(Styrene-Butadiene, Acrylic or Polyvinyl Acetate)	(a) Pigmented Wall Primer & Sealer, or Latex Primer	
(a) First Coat: Latex Paint or Latex Primer	(b) Enamel Undercoat	
(b) Second Coat: Latex Paint.	(c) Glass Stipple, in a Uniform Pattern.	

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"STANDARD JOB""PREMIUM JOB""MINIMUM JOB"8.2.6.4 GLAZED FINISH SYSTEM

- (a) First Coat: Pigmented Wall Primer & Sealer or Latex Primer
- (b) Second Coat: Flat Wall Paint.
- (c) Third Coat: Glazing liquid tinted as directed Mottle as directed.
- (d) Fourth Coat: Approved clear coating.

8.2.6.5 MULTI-COLORENAMEL FINISH

- (a) Apply one coat of primer as recommended by Manufacturer, or if surface is concrete block, apply block filler, specifying type and coverage per gallon.
- (b) Apply one coat of multi-color paint, specifying covering per gallon.
- (c) If specified brand of material involves base color followed by an overlay of fleck; the density and size of fleck should be specified to match an 8" x 16" sample in the architects office.

8.2.6.6 LATEX FINISHES(STYRENE-BUTADIENE, ACRYLIC OR POLYVINYL ACETATE)

- (a) First coat: approved sealer
- (b) Second Coat: Aggregate or texture wall paint.
- (c) Third Coat: Texture Finish Coat.

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<u>"STANDARD JOB"</u>	<u>"PREMIUM JOB"</u>	<u>"MINIMUM JOB"</u>
<u>1.2.7 ACOUSTICAL PLASTER</u>	<u>8.2.9 ACOUSTICAL PLASTER</u>	<u>15.2.6 ACOUSTICAL PLASTER</u>
(a) First Coat: Spray Pigments, Emulsion Paint or Flat Wall, using cross pattern spray technique.	(a) First Coat: Spray Pigments Emulsion Paint or Flat Wall using cross pattern spray technique.	(a) Spray Pigmented Emulsion Paint or Flat Wall Paint, using cross pattern spray technique.
	(b) Second Coat (if required) same as first coat.	
<u>1.2.8 ACOUSTICAL TILE</u>	<u>8.2.10 ACOUSTICAL TILE</u>	<u>15.2.7 ACOUSTICAL TILE</u>
(a) Apply one coat Alkyd flat or Latex Paint thinned to consistency that will not close or clog perforations.	(a) Apply one coat Alkyd flat or latex paint thinned to consistency that will not close or clog perforations.	(a) Alkyd - Flat Paint.

The described painting specifications is healthy for the industry. The painting industry realizes that they must upgrade their trade in the industry.

We realize that this bulletin is lengthy, but we feel that the information is important when talking to the trade people regarding the painting specifications for construction assemblies using gypsum products.

The Bestwall Gypsum Division and the industry have been plagued with many wall and ceiling finish complaints that were and are not faults of the gypsum companies products.

Refer to Gypsum Association Literature in your Bestwall Gypsum Wallboard Manual #1 "Standard Specifications - ASA-A97 page A-1-APPENDIX-A-Section-A 2.00-DECORATION." It is extremely important that the difference in absorption between the field of the gypsum wallboard and the adhesive over joints or nailheads be equalized to assume uniformity of color and texture over the entire wall. After the gypsum wallboard application has been completed, the surfaces should be sealed and primed as required for subsequent decorating finishes. This applies to the finishing or decoration of plastered walls and ceilings.

Better selling techniques with accurate product knowledge.