

Understanding paint requires knowledge and being familiar with 'terminology'

When it comes to understanding exterior paint and its properties, are you a novice or a pro? Do you know the difference between caulking and chalking? How about an acrylic and an alkyd?

If all this confusing terminology makes you search for a primer on primers, take heart. Here's a short quiz designed by The Rohm and Haas Paint Quality Institute that will help you brush up on your paint expertise.

- 1) Which climatic conditions are ideal for exterior painting?
 - a. Temperature above 90 degrees F., so the paint dries quickly.
 - b. Temperature around 40 degrees F., so the paint will harden faster.
 - c. Temperature of 70 degrees F. with moderate humidity.
- 2) A pigment is ...
 - a. A special type of varnish.
 - b. An additive used only in high-gloss paints.
 - c. A powder-like substance that gives the paint its color and hiding power.
- 3) Acrylic is ...
 - a. A synthetic resin modified with oil.
 - b. A synthetic resin used in latex paints.
 - c. A glazing compound, similar to putty.
- 4) What is mildewcide?
 - a. A chemical agent that helps prevent mildew growth on paint.
 - b. A mineral spirit that encourages mold formation.
 - c. A rare fungus that sometimes forms in polyurethane coatings.

- 5) What is latex?
 - a. A shellac used as a sealer for floors.
 - b. A water-thinned paint made with synthetic resins such as acrylic or polyvinyl acetate.
 - c. A non-penetrating oil stain containing a large amount of pigment.
- 6) Cracks in a painted surface are most often caused by ...
 - a. An excessive degree of sheen in a dried paint film.
 - b. A sloppy, uneven application of the paint.
 - c. Excessive moisture and temperature fluctuations.
- 7) A resin is ...
 - a. A natural or synthetic material that forms the paint film.
 - b. The tough covering that forms on paints if the container's lid is not tightly closed.
 - c. A compound that softens old paint or varnish.
- 8) A paint's hiding power is provided by ...
 - a. The pigment in the paint.
 - b. The amount of thinner in the paint.
 - c. The level of extenders formulated into the paint.

- 2) c. Pigment is one of the basic components of paint. Titanium dioxide is the most frequently used paint pigment and gives paints its whiteness.
- 3) b. Serving as the paint's binder, the acrylic resins enable the coating to last longer and retain its color.
- 4) a. Mildewcide agents are commonly found in top quality acrylic latex exterior paints.
- 5) b. In contrast to oil-based paints, latex paint dries faster and cleans up easily with water.
- 6) c. Excessive moisture and temperature fluctuations can cause cracking and other paint failures when you use ordinary latex paint on exterior surfaces. Applying top quality acrylic latex paint will help protect against these troublesome problems.
- 7) a. Resins provide most durability characteristics in a paint. One hundred percent acrylic resins provide outstanding adhesion to a variety of surfaces.
- 8) a. Pigment gives paint its color and hiding power. Titanium dioxide, the most common pigment, is one of the most expensive ingredients in paint.

For more information on top quality acrylic latex exterior paint, write to: The Paint Quality Institute, P.O. Box 640, Spring House, PA 19477.

Pet insurance is beneficial

Petsure, a leading pet insurer in Canada, has shown that insurance is not only beneficial but can often save lives. According to vice president Susan Falconi, "Petsure has proven invaluable, particularly for seniors and others with fixed incomes."

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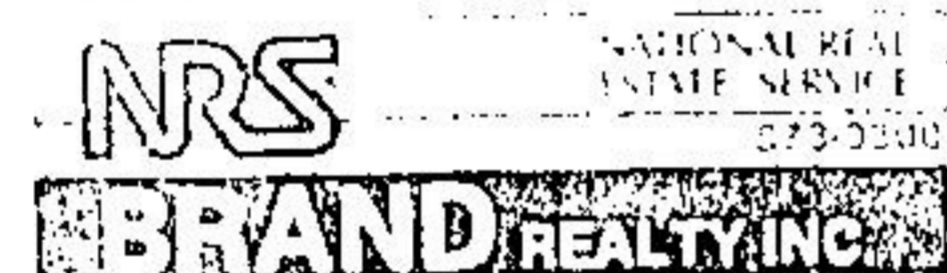
For more information on Petsure, please call their toll-free numbers: In Ontario and Quebec - 1-416-756-9248; 1-800-263-PETS; other provinces - 1-800-465-PETS.

ANSWER KEY
Give yourself three points for each correct answer.
1) c. Paint should ideally be applied at 70 degrees F., although temperatures between 50 and 90 degrees F. are within the acceptable range. Humidity should be below 85 per cent.

HOW TO MEASURE YOUR PAINT I.Q.
Point score:
21-24 - Congratulations! You're a paint expert.
15-18 - Good job! You're a knowledgeable consumer.
0-12 - You need help from The Paint Quality Institute.



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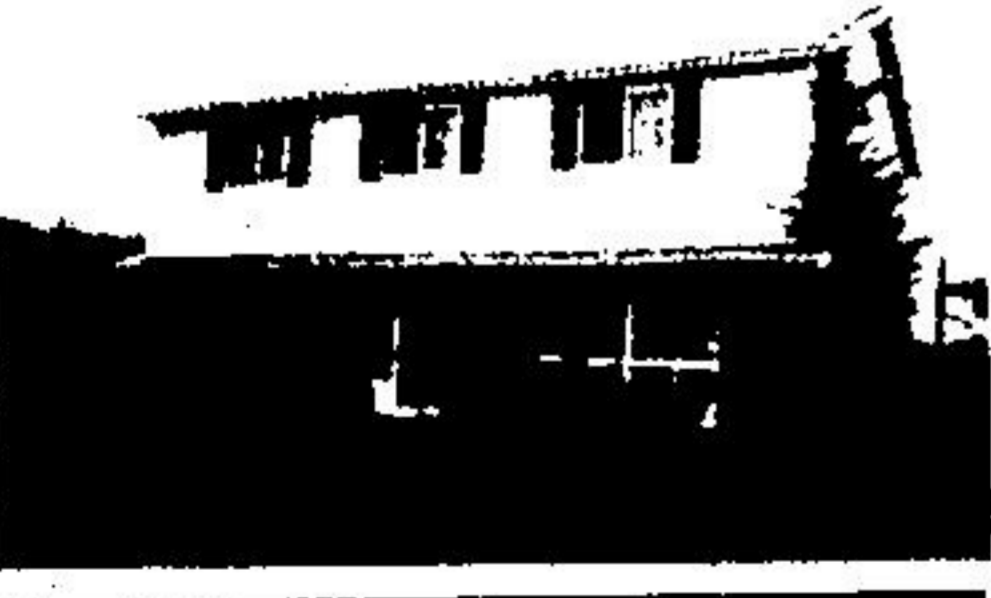
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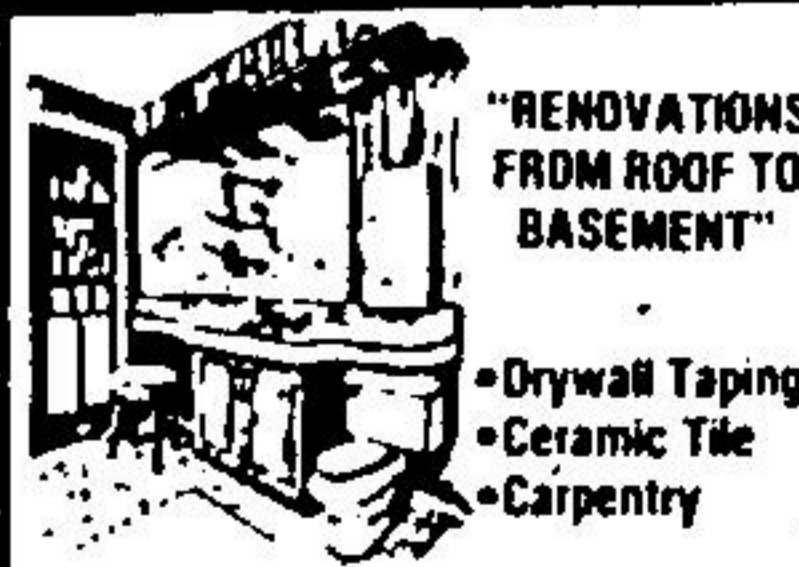
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