

Homes are subject to stress

People seem to complain constantly about the stress they are under. But do you realize that your home is also subject to a great deal of stress?

Pressure and deadlines aren't the cause. Rather, it's the weather and environment. Even ordinary conditions like sun, rain and fluctuating temperatures are stressful for a home - and for the paint on your home's exterior.

Here's how the weather can stress the paint on your home:

• **Sun.** While people are often happiest on bright sunny days, the same conditions can wreak havoc on paint. The sun's ultraviolet rays tend to deteriorate the paint's binder. As the binder breaks down, pigment is released in a powdery or

chalk-like form which washes away with the rain. The result? A faded appearance with colored paints, and less effective protection for your home due to paint erosion.

• **Moisture.** Rain, snow, frost and high humidity can also be hazardous for exterior paint. Moisture in any form can cause paint to soften and swell, leading to blistering, cracking, peeling or flaking. Moreover, moist conditions encourage ugly mildew formation.

• **Temperature fluctuation.** Changing temperatures cause wood and other painted surfaces to expand and contract. If the paint on top isn't flexible enough, this stress can cause it to crack and flake off.

What's a homeowner to do? The answer, according to experts at the

Rohm and Haas Paint Quality Institute, is preventative medicine in the form of a top quality acrylic latex house paint.

Top quality paints made with 100 per cent acrylic binder are stress-resistant in several ways:

- They are relatively unaffected by ultraviolet rays, so they resist the sun's bleaching effects.

- They adhere well to the painted surface, so there is less chance of blistering, even in very moist conditions.

- They contain more mildewicide than ordinary paint, which helps prevent discoloration.

- They are tough and flexible, allowing them to expand and contract in the face of temperature swings, rather than cracking and flaking.

Yes, there is hope for the victims of stress. Although you can't do anything about the weather, you can do something about your paint and select a top quality acrylic latex product.

If you need help identifying the top quality acrylic latex paint that's best for your needs, ask for advice at your local paint or hardware store, or decorating center. If you are having your house painted, ask your contractor to use a premium exterior latex paint product.

THREE ENEMIES OF PAINT



Ultraviolet Sun Rays



Moisture



Temperature Fluctuations

Source: The Rohm and Haas Paint Quality Institute

PAINT "STRESSORS"—Just as personal problems and unreasonable deadlines cause stress in people, your house paint can be "stressed out" by sun, moisture and temperature changes. The best treatment? Experts at the Rohm and Haas Paint Quality Institute prescribe tough, durable, top quality acrylic latex exterior paint. House paint made with 100 per cent acrylic will help your home cope with the stress of a hostile environment.

Remodelled cabinets offer room face lift

Tired of your kitchen looking outdated? Simply remodelling wood cabinets can give the whole room a face lift. First, strip off old cracked paint and fill any nicks and rough spots on cabinets with a wood filler such as Elmer's Fill 'n Finish. Sand and wipe clear.

Panel cabinets to give them a new look. Glue on half moldings. Elmer's Wood Glue will hold strips securely in place without nails. Finish with a clear spray paint to protect.

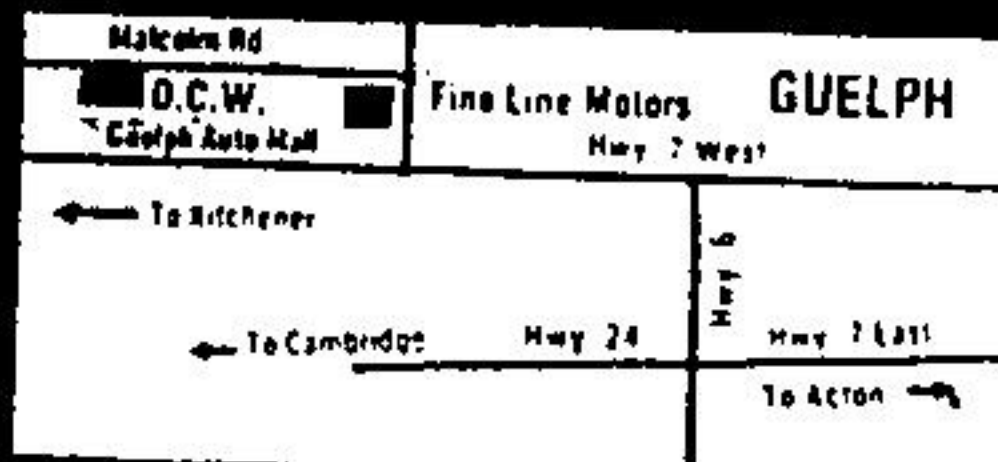
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