



Brushstrokes

The Professor and the Paint Man A Saturday tale ... with a moral

Saturdays are fun days at Fine Paints of Europe. That's why I spend most of them right here in our shop in Woodstock, Vermont. Sure, we have visitors throughout the work week but for some reason it seems that the really interesting ones always seem to show up on a Saturday. While most of these paint lovers are visiting the Woodstock area for other purposes, we have had several instances of clients traveling up to a thousand miles to spend some quality "color time" with Emmett or Charlie. The input and pleasure I derive from some of these visits is truly invaluable.

Recently Fine Paints had a Saturday shop visit from a long-time client – a retired professor of Economics at nearby Dartmouth College. The Professor made a few points about consumer behavior and Fine Paints in particular that any Fine Paints client might find thought provoking. He observed that many purchasers will automatically rule out the most expensive product in a category based upon the belief that a very high price must represent luxury and not real value. A purchase in the “upper mid-range” is frequently considered the prudent choice. Although that purchasing philosophy is often the wise way to go, he continued, it should be rigorously avoided when it comes to purchasing paint.

To quote the Professor, “The relationship between quality and price is much looser or less correlated with other products than it is with paint. A recent vintage Ford should be able to give you overall performance and safety not far removed from that of a Mercedes and a well made pair of good American shoes will hold up

as well as the finest Italy has to offer. The imported auto and shoes may offer a style edge but they're clearly LUXURY PRODUCTS because, on an annualized basis, they actually end up costing much more than good, functional domestic alternatives. Fine Paints of Europe is not a luxury product because on an annualized basis (labor and material combined) it is

less expensive to use than one of the mass market paints from a big box store which is perceived as being less expensive.” He added, “With paint you get exactly what you pay for - and what most homeowners and even professionals don't realize is the magnitude of the dropoff between first place and second.”

Our visiting Professor made a very strong case for the concept that cheap paints are actually a luxury product - affordable only

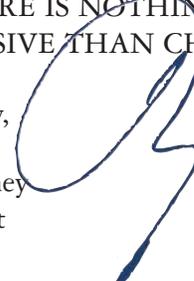
to those who are committed to conspicuous and wasteful consumption. Do the math. Pay a little more for the product and avoid the expensive habit of repeated repainting while enjoying a much more beautiful and easily maintained coating.

To many of us, his message sounded very much like the academic version of the Fine Paints of Europe mantra of the last two decades -

**THERE IS NOTHING MORE
EXPENSIVE THAN CHEAP PAINT.**

Cordially,

John Lahey
President



By George!

Mount Vernon's Rich Legacy of Color

250 years ago, when George Washington was pondering the monumental issues surrounding the birth of our great nation, little did he realize that his color choices for his home at Mount Vernon would later become the subject of intense scrutiny. But for the past thirty years color experts have been analyzing Washington's original color choices.

A SHORT HISTORY

The iconic, neoclassical Georgian mansion on the banks of the Potomac that we see today was originally a modest farm house built by George's father, Augustine in 1735. George's older half-brother Lawrence named the estate Mount Vernon, in honor of his commander, Vice Admiral Edward Vernon, a highly regarded military figure of the time. In retrospect, it's ironic that this estate, so revered as the home of the father of our country, should be named for a British war hero.

Photo: Russ Flint



Texas Gate, Mount Vernon's main visitor entrance.



Following Lawrence's unexpected death in 1752, a life estate was conferred to his widow Anne, with the balance going to his half-brother, George. George Washington was in residence at Mount Vernon by 1754 and, in 1757 began what was to be the first of two major renovations of the home during which time he substantially renovated the main house, practically doubling its size each time.

Following Washington's death in 1799, the estate passed through a number of owners and fell into disrepair. The Commonwealth of Virginia and the U.S. government showed no interest in buying the property and,



in 1858, it was acquired by the Mount Vernon Ladies' Association which to this day owns and maintains Mount Vernon - without the help of any US tax dollars. When Congress passed the National Historic Preservation Act in 1966, Mount Vernon was among the first sites to be declared a National Historic Landmark and placed on the newly-created National Register of Historic Places.

GEORGE'S INSPIRATION

Washington's diaries and letters reveal his hands-on approach to all things regarding his home. Indeed, the man who helped inspire our nation was himself inspired

by things beautiful, bright and bold. Washington writes about the color green being "pleasing to the eye", bringing the colors of nature into his living space.

Fine Paints of Europe has developed a special relationship with Mount Vernon with the goal of matching Washington's original colors with our durable, high performance coatings. Fine Paints' Mount Vernon Fan Deck presents 120 colors included in the Estate of Colours collection. It is available at the Mount Vernon Gift Shop, from Fine Paints of Europe retailers, as well as directly from Fine Paints of Europe. Fine Paints of Europe donates a substantial portion of the proceeds resulting from all direct sales of the Mount Vernon colors to the Mount Vernon Ladies' Association for the continuing restoration and maintenance of this national treasure. In addition to significant financial support, Fine Paints of Europe donates all coatings and technical support for the original complex of buildings at Mount Vernon.

Fine Paints of Europe is proud to be a partner with America's most historic and beloved home, and to be able to offer the colors that so inspired our nation's founder to our clients for use in fine American homes today.

GEORGE'S BEDROOM DOOR

Because more than a million and a half visitors pass through Mount Vernon each year, there is a lot of human contact with painted surfaces. A particular problem is the door to Washington's bedroom, the very same doorway that Washington's body was carried through on the way to his funeral in December, 1799. According to Steven Mallory, Manager of Restoration at Mount Vernon, when Fine Paints of Europe was used in place of other commercial paints, the wear was dramatically reduced by 75%. "In my experience at Mount Vernon, even in situations with poor substrate issues", says Mallory, "Fine Paints' Hollandlac Enamel held up significantly better than any previous paints."

Fine Paints of Europe has been fortunate to have our paints specified for use on countless significant historic properties. We are honored to have our coatings selected for use at the home of The Father of Our Country.

To learn more about Mount Vernon and the volunteers of The Mount Vernon Ladies' Association who have lovingly restored and maintained this property for more than 150 years, visit www.mountvernon.org.



Part of the problem with the doorways is the extreme build-up of poor quality commercial paints which occurred in the last fifty years. Anything applied over them is only as strong as the substrate. Mallory opted to remove the upper layers of paint down to a sound "stopping layer" of good, old oil-based paint from the 1930's rather than complete removal which would have negatively affected the historic paint record beneath.

After paint removal, the substrate was sanded with 150-grit paper before a finish sanding with 220-grit, after which the woodwork was primed with one coat of Fine Paints of Europe Oil Tinted Primer. This primer was followed by two coats of Hollandlac Brilliant Enamel for maximum strength, sanding between coats. Two coats of Hollandlac Satin were applied to gain the desired sheen.



GEORGE'S ROOF SHINGLES

It's a historic fact that Washington kept his roofs painted red, a fact which has presented a maintenance problem from that time to the present day. Again, to quote Mallory, "...we have had major problems maintaining paint films on Mount Vernon roofs. I believe this is due to the ever-descending quality of commercial paints and the measurable increase in UV rays in the atmosphere, which break down paint films much faster than the 'red led' (sic.) Washington used in the eighteenth century." And so, in an effort to raise the quality of

their presentation, extend the longevity of the wooden shingles, and to lengthen the time between costly and interruptive painting projects, Mount Vernon has switched to Fine Paints of Europe coatings. Shingle

Gable Red is a precise historic match to the color found on a newly discovered set of Washington-era shingles which survived unscathed, hidden in an attic crawl-space after being covered by a later addition.



Some six-thousand Atlantic white cedar shingles for use on the Texas Gate (the main visitor entrance to the estate) with hand-rounded butts were milled from heartwood material. They were drilled for hanging (see

photos) and 100% encapsulated with Fine Paints' Oil Primer tinted to the finish color. The shingles were then encapsulated a second time with ECO Waterborne Alkyd paint and hung to dry for 72 hours in a temperature controlled area. Once dry, the shingles were bundled with resin paper between each set to prevent them from sticking together.

After installation on the Texas Gate roof, the shingles were painted with one coat of ECO Brilliant and two final coats of ECO Satin, again in Shingle Gable Red. High-performance, water-



borne alkyd paints such as ECO offer dramatically better color retention and UV resistance than any other formulations. Mount Vernon expects that this new roof will require no maintenance for at least 20 years.



Home, Sweet Home

Fine Paints of Europe is proud to call Woodstock, Vermont its home.



In 1990, when Fine Paints of Europe initiated its first big expansion, founder John Lahey understood that he could locate his business just about anywhere in the USA. Many of his clients had beautiful homes in upscale communities in the Northeast (Nantucket, Martha's Vineyard, Northeast Harbor and Woodstock, Vermont). John naturally thought about those places as possible locations for a new home for his burgeoning business. "Being located on an island didn't make much logistical sense," he says, "so I started looking into some of the mainland communities."

After investigating a number of locations, it became clear that this cozy, eclectic community nestled in the Green Mountains of Vermont was the best choice for the Fine Paints of Europe headquarters, as well as for John himself. "Woodstock has provided a nurturing environment for our company, our staff, and as my hometown", he says. Its perfect mix of natural beauty, historic structures, covered bridges as well as some of the best country inns and restaurants in America have all helped this quaint community earn a designation as "one of the top ten small towns in America". Occasional visitors as well as year-round residents can enjoy all of Woodstock's small town amenities without forgoing access to the world class medical facilities and high quality professionals in virtually every field who have also chosen a Vermont lifestyle.

"Perhaps my appreciation for Woodstock is enhanced by the fact that I travel on business practically every week of the year", adds Lahey. "That means that I get to return home to this cozy hamlet more than fifty times each year, an experience I will never tire of repeating."

Fine Paints invites you to visit this wonderful area and enjoy authentic New England charm and hospitality. Be sure to stop by our shop and say hello. Complete information is available at www.woodstockvt.com - the site for the Woodstock Area Chamber of Commerce. Nearest airports are in Manchester, NH and Burlington, VT. There's so much to do here. Some of our favorites are:

LODGING

• The Woodstock Inn & Resort

Perhaps the most iconic address in Woodstock, it features 142 rooms and is a AAA rated four diamond destination. 802-457-1100. www.woodstockinn.com

• Kedron Valley Inn

Woodstock's most historic inn, 26 rooms, dining, only 5 miles from town. 802-457-1473. www.kedronvalleyinn.com

RESTAURANTS, EATERIES & SUCH

• The Mountain Creamery

Hearty breakfast or afternoon ice cream spot. Home of the Mile High Apple Pie. 802-457-1715.

• The Village Butcher (George's)

Great deli sandwiches, picnics, brownies and homemade fudge. Sidewalk café in season. 802-457-2756.

• The Prince and The Pauper

Consistently fine dining in a cozy setting. Long pants and reservations a must. Pub menu available. 802-457-1818.

• Bentley's Restaurant

Woodstock's favorite watering hole. Varied menu for lunch, dinner & Sunday brunch. 802-457-3232.

LOCAL FLAVOR

• Sugarbush Farm

Luce family produces fine cheeses and syrup on 300 acre homestead. Tours and tasting room. 802-457-1757. www.sugarbushfarm.com

• F.H. Gillingham & Sons

One of Vermont's oldest general stores. Buy anything from a fly rod to a potato peeler to a \$200 Cabernet. 802-457-2100. www.gillinghams.com

SITES OF INTEREST

• Marsh-Billings-Rockefeller National Historical Park

Park includes a model forest, conservation themes and agriculture. Museum and Visitors Center. 802-457-3368. www.nps.gov/mabi

• Billings Farm & Museum

Operating Jersey dairy farm and museum of Vermont's rural past. Daily interactive programs. 802-457-2355. www.billingsfarm.org

GALLERY: A selection of recent



Priceless Roy McMakin table.



China Gate, Philadelphia.



Hollandlac Brilliant black piano.



Classic Amsterdam entranceway.



Elegant Northeast home.



Eurolux from Inspiration Collection (G17150).

projects submitted by Fine Paints clients.



Classic white Hollandlac kitchen.



Eco Brilliant Rembrandt Red.



Hollandlac Brilliant door.



Thomas Point Shoal Lighthouse, Chesapeake Bay.



John Clement sculpture.



Restored theater ticket booth.



Hollandlac Brilliant white entranceway.

FINE PAINTS OF EUROPE GRADUATES THIRD CLASS OF CERTIFIED PAINTERS



John Labey presents certificate to Brad Brooks of Brooks Fine Paints in West Palm Beach.

This past November, twenty-five carefully selected painting professionals from sixteen states and England attended the third annual Fine Paints of Europe Certification weekend training session held at The Woodstock Inn. All attendees were introduced to the complete range of Fine Paints of Europe coatings and the best application techniques.

Painters invited to this annual program are carefully screened for quality of workmanship, client satisfaction and other indicators of professional competence. Most participants are nominated by a Fine Paints of Europe retailer. Fine Paints of Europe is pleased to announce that there are now Certified Painters covering the entire continental U.S. Although most of our clients already enjoy a relationship with an FPE contractor, if you have just moved into a new area and/or have not established a relationship with a painter who is familiar and comfortable with our coatings, please visit www.finepaintsofpaintsofeurope.com and click on the Certified Painters Program on our home page.

CUSTOM TINTING

Fine Paints of Europe can match any color from any manufacturer in our high performance coatings. Our retailers have access to custom formulas in 12 minutes or less so there's no need to compromise on paint quality.

The Good Word: VRIENDELIJK (pronounced "freen the luk")

What exactly is it that sets Fine Paints of Europe apart? Yes, our paints are very pricey and they offer an unmatched range and depth of color and legendary durability. Yet there is something else - something a bit more intangible.

Our friends in Zwolle, The Netherlands suggested that we give that special something a name. We call it Vriendelijk. Vriendelijk is something you will find in every can of our paint and in all of our literature. Our staff demonstrates Vriendelijk when they explain our coatings to a new client. Vriendelijk is at our retail outlets, but it is not on the shelves. Vriendelijk is there in every phone conversation and every piece of advice we proffer. Vriendelijk is the way our coatings care for the environment we all share. Vriendelijk is the very fabric of our business being.

Vriendelijk is a Dutch word that means friendly, kindly, affable and "in harmony". Vriendelijk is a person to talk to instead of a machine, a person with a name who is available the second time you call. It's having the owner's name in the local phonebook and knowing he's accessible to clients seven days a week. Vriendelijk means doing business the old fashioned way - honestly and openly with the kind of tried and true product guidance and personal service that is the Fine Paints hallmark. Vriendelijk is good and what we strive to have more of.

KIDDIE POOLS FOR ADULTS

One of the few disadvantages of working with great brilliant enamels like Hollandlac and ECO is that pigments in both of these coatings are extremely finely ground, very much like automobile paints and therefore these paints tend to reveal airborne contamination (the type of dust particles that float in the air of even the cleanest homes) to a much greater degree than coarsely ground, lower quality coatings. Interesting to discover a marketing advantage offered by low quality coatings which is not yet being extolled by the big boxes!

When painting furniture or cabinet components with brilliant enamel we recommend that the work be done in a garage or basement with a "wet floor". The floor should be wet down with mop and bucket at least 24

ONE MASTER COLLECTION AVAILABLE IN FOUR PRESENTATIONS

hours prior to application of paint and kept wet throughout the process in order to serve as a magnet to airborne dust. Where it is not possible to move work to areas suitable for wet floor treatment, many of our best professional contractors utilize inexpensive “kiddie pools” in which they place a half inch of water at least a day or two before beginning paint application.

The use of a fan during this air-cleansing period is recommended as it is the circulation of air over water which effectively cleanses the air. The fan and heat/air conditioning system should be shut off immediately before beginning application of coatings and kept off for two hours after completion of paint application in order to prevent air movement before the paint sets up. (Exhaust fans required when working with solvent-borne coatings should not be shut off.)

BONNIE KRANZ - YOUNGEST MEMBER OF FINE PAINTS FAMILY



Bonnie Kranz, daughter of Fine Paints Controller Russ Kranz, had her first snowboarding experience before she turned two and, at the age of three, has recently begun her first series of lessons with a

professional coach. Bonnie's parents are focused on safety, so the helmet always goes on before the board. Bonnie enjoys the independence and feeling of accomplishment that comes from learning each new skill and being the youngest boarder on the mountain.

Worth noting is that Vermont has produced many female gold medalist Olympic snowboarders including Lindsey Jacobellis, Kelly Clark and Hannah Teter - none of whom began riding until they were eight to eleven. Bonnie's parents, athletes themselves are focusing on keeping their child's progress in perspective. They are much more focused on nurturing a well-balanced, healthy child than on the 2022 Olympics.

The Designer Collections I and II serve as the single most popular source for interior color inspiration when specifying Fine Paints wall and trim colors. These collections include scores of versatile, subtle shades, which complement interior settings without being passive. The 110 colors which comprise these collections are presented in four distinct formats to meet the needs of color specifiers. It is suggested that you go to www.finepaintsofeurope.com/collection_designer.aspx to view all 110 colors and discover the subtler shades and mid-tone colors which have made these collections so popular.



COLOR DECKS 3”x 7” Professional Size Swatches. \$100 charge (\$50 per deck) is offset by coupon which may be applied against your first purchase from FPE retailer or direct from our home office.

COLOR CHIPS All colors are presented on FREE 2.5”x 2.5” chips – available exclusively at Fine Paints retailers. (Not available on line or by phone.)

SAMPLE POTS Four-ounce Sample Pots are available in Matte Eurolux for \$9.00 each – all 110 colors are available at www.finepaintsofeurope.com and through select retailers.

REAL PAINTED PANELS 12” x 18” drawdown panels which have been painted by roller with two coats of Eurolux Matte. RPP's reveal the actual paint color and feel and demonstrate scrubability. All 110 Designer Collection colors are available at \$7.00 each at www.finepaintsofeurope.com and through select retailers.

Get started by purchasing the decks for which you will enjoy a 100% paint credit - and then purchase the Sample Pots and Real Painted Panels you require once you have honed in a few likely color choices. There is nothing like a Sample Pot or Real Painted Panel to confirm how the paint will look in its actual setting.

FINE PAINTS OF EUROPE RETAILERS

Fine Paints of Europe is proud to be represented by the best, well established paint retailers in the business. The average Fine Paints of Europe retailer has been in business for more than sixty years, and has carried our line for more than twelve years. The retailers who represent Fine Paints of Europe are real paint stores in which a client will receive first-class treatment and sound painting advice.

IF YOU DON'T HAVE A FINE PAINTS OF EUROPE RETAILER IN YOUR AREA, please call

1-800-332-1556 to enjoy the practicality and convenience of purchasing the finest paints from knowledgeable professionals in the comfort of your home or office. Our paint professionals are prepared to assist in every aspect of your project – from selecting the proper coating in the perfect color, to estimating exactly how much paint you require. Orders are shipped the day they are placed and delivered promptly by UPS. There is no sales tax on shipments to states other than Vermont and New York. If you prefer to order on-line, please visit www.finepaintsofeurope.com, and enjoy the convenience of 24/7 ordering.

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ADCO Paint & Supply
Mike Davis / Tony DeGasperi
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Phoenix 602-253-8471
ADCO Paint & Supply
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Glendale 623-842-4470

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Creative Paint
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G&R Paint Company
Philip Reno
1238 Sutter Street
San Francisco 415-292-7982
Gray's Paint & Wallpaper
Bob Gray
1411 Woodside Rd
Redwood City 650-365-6222
Gray's Paint & Wallpaper
Jeff Gray
783 California Dr.
Burlingame 650-343-6535

CALIFORNIA - South

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Gary Meinke/Robert Lewis
1228 Knoxville St
San Diego 619-275-7800
Cox Paint
Terry Burt
1130 Santa Monica Blvd
Santa Monica 310-393-7208
Cox Paint Center
Daniel Price/Herbert Fernandez
11153 Washington Blvd
Culver City 310-838-2284
DeVaul Paint Company
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2601 South Harbor Blvd
Santa Ana 714-546-9191
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Anaheim 714-772-5444
Ganahl Lumber - Costa Mesa
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Costa Mesa 714-556-1500
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Buena Park 714-522-2864
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FLORIDA

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Brad Brooks/ Colin Brooks
4403 Georgia Ave.
West Palm Beach 561-832-0957

ILLINOIS

Prather Paint & Wallpaper
Bruce Ekstrand
101 Greenbay Rd
Wilmette 847-251-6905

MARYLAND

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Easton 410-820-4442
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Brosson Company/
Ballard Refinishers
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Seattle 206-783-0707
Winslow Paint Company
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937 Hildebrand Lane NE, #100
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In an effort to provide our clients with valuable information while using minimal natural resources we have created a DVD which combines the Specifier's Manual with interesting company background and product descriptions. Available with our compliments at finepaintsofeurope.com and sent via first class mail.



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