

XIM PRODUCTS, INC.

THE PRIMER NEWS

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XIM Sales Success Story

By Dick Hardy

Working with the Sherwin-Williams store and sales personnel in the Phoenix, Arizona area, XIM personnel held three separate training and certification sessions for XIM's Tile DOC in March, 2009. The Tile DOC system is a method for refinishing ceramic and porcelain bath tubs, sinks and shower areas. Over 60 professional painters learned not only how to apply these products, but also learned the safety precautions required when applying the products. The training sessions were conducted by XIM's Paul Carter for the technical group and XIM's Western Region Sales Manager, Brent Campbell.

XIM Mission Statement:

To be the leading manufacturer and marketer of Unique-Specialty paint bonders, primers, sealers and coating additives.

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XIM Products, Inc.

Striving to meet the needs for a safe Environment.

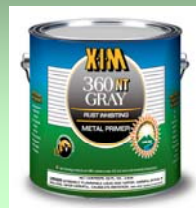
XIM Product's of the Month

Supplier Spotlight

By Jo Ann Emerson

Thank you to Steve Caler and Caler & Company for their continued Marketing, Strategic planning and coordination of XIM Products over the years! Always ready to step in with ideas to promote the best paint primers, bonders and sealers the painting contractor has ever known! They brought out the true magic in '*Trim Magic*', XIM's latest product.

LOOK WHAT'S NEW AT XIM! NEW TECHNOLOGY- A CLEANER ENVIRONMENT!



XIM has introduced a 'new' line of NT (New Technology) Products to meet the new solvent (VOC) rules in Ohio, Illinois and the North Eastern OTC states in 2009 and the coming Federal EPA rule in 2010. These NT products allow XIM to keep our fast drying, solvent based Bonders in the market place. The NT products use a combination of exempt solvents to achieve the compliant formulations. We have even improved the formulations so that any topcoat can be used with confidence. (<200 GL)

XIM 400C NT Tint Base, Bonder
XIM Plastic & Vinyl NT, Bonder

XIM 360 NT Gray, Rust Inhibitive Primer
XIM 400W NT White, Bonder

Training Spot-light

By Brent Campbell

XIM'S TILE DOC



Recently, approximately 100 property maintenance and management personnel attended XIM Products Tile Doc/Peel Bond certification training; conducted by Paul Carter of XIM Products supported by Brent Campbell the West Region Manager, Dick Hardy XIM President and Donn Terri XIM Sales Representative. Also attending were Jake Patton the Sherwin-Williams District Manager, Michelle Gonshak and Chris Cook Sherwin-Williams Sales Representatives.

Held at the Peoria, Cave Creek and the East Mesa Sherwin-Williams stores, each was shown how to properly prepare and apply a bath tub or sink to be refinished with XIM's Tile Doc. They applied Etch I M (which etches the porcelain) rinsing afterwards. A Spray Tech HVLP sprayer was available for anyone that wanted to use the HVLP to apply the Tile Doc epoxy to the tub or to the tile that was available for demonstration.

Next, all were trained on Trim Magic (a sister product of Peel Bond) as well as Peel Bond. Both products; high-build filling water base primers, can be used on all types of substrates with leveling agents for a smooth surface.

Thank you to all mentioned above that made this possible as well as David Deards and Jessie Davis from Spray Tech and the Sherwin Williams store managers: Terry Cox, Scott Rosendaul and Rob Parsons.

PRESIDENT'S MESSAGE

By Dick Hardy

Well, the 1st quarter has been kind of what we expected. Sales are up one month and down the next. This is influenced not only by the slow economy but by the fact that XIM sells into a warehouse and store distribution system to reach our ultimate customer, the painting contractor. The warehouses and stores are stocking less inventory as a means of keeping their cash and assets in line. And, I understand why. The Banks are simply not as friendly to small business as in the past several years.

So until the demand in the market place picks up we can probably expect these up and down selling patterns to continue. Some relief will come as the outdoor painting season gets under way in the northern states. But, 2009's winter has not set the tone for an early painting season.

At XIM, we continue to reach out to our painting contractor professionals with training and product certification meetings. We will continue to offer the painter, quality products that are unique to the industry. We believe that during these tough market conditions, having unique and specialty products will help see XIM, and the professional painters who use the XIM products, through.

Dick Hardy
President

Industry News

In *ICIS Chemical Business* magazine, John Richardson writes, "How the world has changed. Just a few short months ago, back in August, 2008 . . . "Executives point to a greater complexity of products and services, higher energy prices and increasing financial volatility as top factors (*in the world economy*)"

"Now the pressing issues for everyone down every supply chain (*of products and raw materials*) include the credit crisis, much weaker and harder to read demand and the collapse in crude oil prices that has a deep - perhaps even permanent - effect on buying behavior." He quotes economists saying, "The credit crisis has become so serious. . . even good firms, world wide, could be forced under."

In the same issue of *ICIS Chemical Business*, Feliza Mirasol, from New York, writes about Supply Chain Survival. "I think most all companies are being forced to do cost cutting. Companies in the chemicals business and businesses dependant on chemicals are facing higher costs and yet have pressure for lower prices due to the recession."

"Companies need to be flexible and quick to anticipate and respond to the reduction of demand (*for their products*) and all the while paying close attention to raw material costs, energy costs, and freight costs.

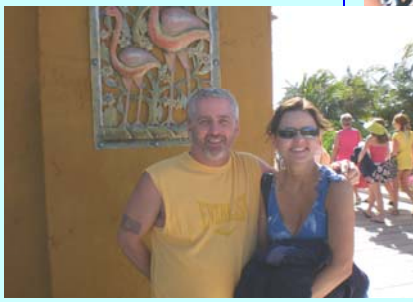
They also state that companies that can introduce new products into the supply chain may be able to off set the low demand for their traditional products during this turbulent market period.

Contractor Training continues

Outstanding Results Painting: Central Valley, NY

Gardner Painting: Arvada, Co, **Dependable Painting:** Cleveland, OH. and **Colorworks Painting:** Pittsburgh, PA

XIM'S 2009 EASTERN CARIBBEAN CRUISE CONTRACTORS WINNERS
A Picture is worth a thousand words!



*Top left to Right:
Jim and Carol Parise.
Clair and Mike.
Holly and John. Isaac and Ashley.
(Melinda, Dan, John, Cari, Jim, Carol, Holly and Wade)
Kevin & Bill Kelly Dan and Melinda. Wade and Cari.*

XIM Products launched our second "Contractor Cruise" this past February. This year we set sail to Nassau and Half Moon Cay in the Bahamas and then on to Grand Turk.

This years contractor winners were: Isaac & Ashley Testerman (Testerman Painting), Bill & Kevin Kelly (Kelly Brothers Painting), Michael Adler & Clair Bryce (Hometown Painting), Wade Jessop & Cari Abendschein (Tenant Painting), Dan & Melinda Farris (Expert Painting) and John and Holly Neubert (Neubert Painting).

The first night on the Destiny began in the Library located in her aft cabin. It was here where we began "our destiny" with a reception and introduction. During the reception I talked about the concept of how painting contractors can "Position their Business" as a way to improve their business. A copy of Jack Trout's book "Positioning" was given to each. "If you can't be first, be different". An example being: Hertz is #1 in the car rental industry; Avis came up with, we can't be #1 but we try harder! John Neubert (Neubert Painting) chimed in about a different book that he read from this same author and highly recommended both books. Michael Adler (Hometown Painting) and both Bill and Kevin Kelly (Kelly Brothers Painting) talked about the XIM Products "Secret Agent" logo as a key to differentiate their business and give them the edge by keeping Peel Bond and Trim Magic a "secret" to their competition.

Everyone had a great time and shared different ways to grow and enhance their business. Although more fun was had! In the words of Dan & Melinda Farris (Expert Painting), XIM treated us like kings; we will be buying more Peel Bond!

Jim Parise, Regional Manager, XIM Products, Inc.



CONTRACTOR'S CORNER

TESTERMAN'S PAINTING

Isaac Testerman
Bend, Oregon
541-382-7055



Isaac wrote:

XIM Peel Bond Primer is an amazing product and we recommend it on any job even if there is no peeling and cracking paint. I always tell my customers that the best way to describe it 'is a primer and glue mixed into one'. It will fill most cracks and the glue down the edges of the paint that we scraped-in order to prevent peeling in the future. If there are any blemishes in the wood *Peel Bond* will help fill them and restore a new look to it. It also does a great job eliminating any chalking from the old paint and assures that the final paint coat will adhere, and, that the entire paint job will last much longer than with any other paint primer I have used. I love that this primer is flexible and will expand and contract with the weather, assuring long life. This is especially important to me because I use Sherwin Williams Duration paint that also remains very flexible, making the two products a perfect match.

The correct use of this product has given me an edge over my competitors and has been enthusiastically accepted by my clients. I have been able to use the *XIM Peel Bond Primer* as a selling point on many jobs, and I can't even keep track of how many jobs it has helped me secure! I have also noticed that it helps to greatly cut down over-all job time. It helps with the prep work and makes the finish coat go on much smoother, and eliminates almost all sheen problems. My brother, who owns a painting business in Florida, came out to help me on a big job. He had never used *XIM'S Peel Bond* before, and was blown away by how much it cut down on time and made the job much simpler! He has been hooked on the product ever since.

Thanks for a great product! Testerman's Painting Owner: Isaac Testerman

Another winning entry from: *HOME TOWN Painting, Inc, of Naperville, IL 800-639-7246*

Mike and Philip at Home Town Painting said: I wish I had some catchy phrase on why *Peel Bond* is such a great product, something that would verbally explain the 'magic' that it works on distressed homes. Unfortunately, I don't, but all that really needs to be said is that with *Peel Bond* as the primer we are creating more beautiful homes than ever before! Not only does the wood look like new, but it's affordable for our customers as well as for us. By using this as a primer we are doing less touch-ups and it's truly making our 5 year warranty a reality! It's also very easy to market to our customers. So many times they are concerned with us

putting the second coat on too soon when the paint isn't fully dry; we now tell our customers, 'the primer changes colors when it's ready to be painted on and that they can see the change to know we are doing a proper job-and not rushing'. In addition to that, it remains flexible so the wood can expand without cracking, it's environmentally safe and we can tint it to match their home. There are no downfalls to *Peel Bond* and we have had such great success with it that we are going to be recommending it for all of our projects that need a little extra attention. All in all, *Peel Bond* has helped us maintain our reputation of using only top of the line products at an affordable price and our five year warranty!

Home Town Painting, Inc.
Interior/Exterior
Drywall Repair
Phillip and Mike
630-393-1973 or 800-639-7246

Testermans Painting and Home Town Painting were just two of the painting contractors companies that enjoyed a Caribbean Cruise this past February with XIM!

