

# XIM PRODUCTS, INC.

## THE PRIMER NEWS

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XIM Products, Inc. 1169 Bassett Road, Westlake, OH 44145 USA  
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Jo Ann Emerson-Editor

[www.peelbond.com](http://www.peelbond.com)

Happy New Year! 2011

We are offering you a 'Golden Opportunity' . . . . . Let us help you grow your business-we want to train you in the application of Peel Bond and Tile Doc-XIM'S two fastest growing products! Call 800-262-8469 #120 or your local XIM Rep.

XIM Products, Inc.  
Striving to meet the needs for a safe Environment.

DATA SHEETS AND MSDS'S ARE AVAILABLE ON OUR WEBSITE!  
[www.ximbonder.com](http://www.ximbonder.com)



**Women in the Industry-**  
Send us your stories-your questions-your feedback!

We want to continue to hear from you!

### Product's Spotlight

#### XIM Mission Statement:

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

#### Inside This Issue

XIM Product Spotlight	1
Supplier Spotlight	1
Peel Bond Trained Contractors	2
President's Message	2
Announcements	2-4
Contractor Training	2
Contractor Corner/Feedback	3
Testimonial	3
NGPP Meeting News	3
Upcoming Shows	4

As a painting contractor, if you use XIM'S Peel Bond and would like us to send you a decal to put on your commercial vehicle- let us know! E-mail us at [joann@ximbonder.com](mailto:joann@ximbonder.com) Put **Decal** in the subject line and, don't forget your name and address! Thanks!



#### Supplier Spotlight

Fastsigns-Signs and Graphics- recently made some great show signs for us! We met with Paul Girgash of the North Olmsted store. He listened to our needs and gave us some great signs for our up-coming shows! A Big Thanks to Paul and his staff!

### TELL US-'WHAT'S UNDER YOUR TOPCOAT?'

Everyone has a story- tell us which XIM Product/products have you used to solve your problem? How have they helped your business-your customer?



### **OMNI-Orphan Medical Network International**

On October 17, 2010 OMNI a Christian medical organization held a concert in the Cleveland area to raise money for the orphans in the country of Zambia in Africa. Zambia is one of the poorest countries in the world. The life expectancy is only in the 30's. A large part of the population is children under the age of 12. Many are orphans. Food and medical attention are in short supply in Zambia, where Malaria, HIV, and other medical problems complicate normal activities. Infections run wild because of the availability of antibiotics. The volunteering doctors and support staff of OMNI travel to Zambia several times a year, at their own expense, to help and treat those in need, especially the children.

XIM was proud to be a corporate sponsor of the OMNI Concert and fund raiser which featured *Colin Dussault's Blues Project Band*.



### **NGPP'S NEW JERSEY CHAPTER**

XIM'S Susan Croft, Victor Pugarelli and Jack Ford had the pleasure of meeting these great NGPP members this November!



Left to right: Scott Mulhern, Abe Zinner, Elizabeth Frank, Steve Seidman, Audra Frank, Mark Milgraum, John Keane, Joe Ostrowski and Phil Rerinhart.

### **Contractor Training**

For some years now, we have been giving the opportunity to Painting Contractors to be **'Technically Trained/Certified'** on our newest product "**Peel Bond**" and our Restoration product **Tile Doc**.

Congratulations to those that have taken advantage of the training! We would love to add **you** to our list!

#### **Tile Doc Trainee's**

- Villanueva Painting's Jorge Villaneuva, Merced, Ca.
- Freed Paintings, Frank Freed, Merced, Ca.
- Martin Paintings, Martin Nucallaj, Sterling Hts., OH
- Paradigm Paintings, Matt Floyd, Waterville, OH
- Trident Paintings- Robert and Liz Walkley, Noblesville, IN

### **XIM'S RESTORZ II Testimonial**

I am currently removing wallpaper where the walls will be painted. Even though I washed them properly, some adhesive must have been missed. I discovered this when I was doing a repair using joint compound. After discovering this I wanted to use a product that could be tinted to the new wall color so that I didn't have to prime first with gards and then a pigmented primer, saving a step and time. I remembered at the Media Pa EPA seminar **Jack Ford** kindly gave me a sample of **Restorz II**. I had used it on a small job and it sealed the walls beautifully and it would also take tinting. I called the Sherwin Williams and they didn't have any but would try to find some. I didn't have enough for this job-I called **XIM** and presently the only store that carries it in this area is Sherwin Williams, **XIM** got in touch with their sales manager to see if anything could be done to help me out. **Sue Croft** (the regional sales manager) said she would drop some off at my closest Sherwin Williams store for me on her way to the airport. **XIM** went way beyond the call of duty and normal customer service for me and my puny 2 gallons that I needed to stay on schedule. I want to give them a Big THANKS. I will be using their product regularly now. They took that very important extra caring step that every customer loves and sometimes needs.

This is probably the longest e-mail that I have ever written except to my friend Jim Parodi or is that Parogi, LOL

Steve (APN-American Paperhanging Network) "SteveSeidman" <[try@mypaperhanger.com](mailto:try@mypaperhanger.com)>

**Thank you Steve!**

### **PEEL BOND-BEFORE AND AFTER**



### **XIM 'Peel Bond' ON U-TUBE**

You can now view XIM's Peel Bond video on U-Tube! You can type in Peel Bond, Bonder, Primer even 'Secret Agent'. Check it out!



**Contractor's Corner**  
**NGPP Member Feedback on NEW Restorz II**

**Letter Received From:**

Mary Farrell-President of the Westchester Chapter NGPP  
 166 Old Mamaroneck Road, White Plains, NY 10605

Jack Ford,

I just returned from my work/vacation trip to Yosemite National Park. It was a privilege to work in a National Landmark Building. The project was the renovation of the 6th floor of the Ahwanhee hotel in Yosemite National Park. My part of the project was to hang Thibaut wallpapers in a reception room, and elevator entry and a few vestibules.

Thank you for providing and delivering the **XIM Restorz II** to the job site for me. I have only been using XIM since June and I am so happy I changed. I love the way it doesn't drip. The lemon scent makes it pleasant for me and my customers. The Ahwanhee hotel guests never complained about "some bad smell in the hall way." Thank you, Mr. Lab Guys.

As is typical in a hotel renovation, I was working around other trades (electricians, and carpet installers). There were several times when I had to stop what I was hanging to allow one of these other trades to get to something. Each time I returned to my walls the glue may have dried but the wall never came up with the paper when I tried to release the paper. I am very happy with the performance of **XIM's Restorz II**.

I am sending you some pictures of the renovation. It's hard to get a good picture of something that's invisible. I know it's there and the results show.

I am proud to be a member of the National Guild of Professional Paperhangers-

I am proud to have worked in a National Park-

I am proud to be associated with XIM and people like you.

Sincerely yours,

Mary Lang Farrell-

President of the Westchester Chapter NGPP



The Primer News

**COUNTER INTELLIGENCE**

720 Tomlin Rd.  
 Somerville, TN 38068  
 901-465-3791

I would like to commend XIM on their product- **Tile Doc**. Counter Intelligence repairs and refinishes tubs and sinks for apartments in Memphis, TN. We have been performing this service since 1987 and yours is the only product we have used that we feel confident guaranteeing.

We have a customer base of about 180 apartment complexes that we do on an ongoing basis. Since we began using your product, we have not had one complaint about color or peeling.

Your customer service/order department has always been knowledgeable and easy to work with. We at Counter Intelligence look forward to a long and profitable relationship with your group.

Sincerely,  
 Peggy Bauer  
 Secretary/Treasurer  
 Counter Intelligence



**XIM EXTENDER'S / ADDITIVES-YOU KNOW THEM-AND LOVE THEM!**

**Latex X Tender:**

- \*Leaves no residue
- \*Low cost/saves money
- \*Will not yellow or cloud
- \*Use only 2-6 oz

**X-Tender:**

- \*Slow drying time
- \*Eliminates 'Dry Spray'
- \*Will not make paints brittle
- \*Use 2-6 oz per gallon

**Glaze X-Tender:**

- \*For Water Based Glazes
- \*Extends Drying/working 45+min
- \*Does not lower viscosity of

**Bleed Control 100:**

- \*Helps seal in color bleed when using Water Based Paints
- \*Red Wood, Red Cedar, Douglas Fir, Bleeding Plywood, Hardwoods

**Victor Pugarelli-  
Manager of Market Development**



We are excited to announce Victor Pugarelli's new position as Manager of Market Development. Victor will be reporting to Sue and responsible for XIM contractor trainings, XIM product trainings, XIM presentations, key customer pro-shows and select accounts and projects. Victor continues to provide his expertise and knowledge of XIM and the paint industry.

**New XIM Northeastern Regional Sales  
Manager-Susan Croft**



We are pleased to announce the appointment of Susan J. Croft as our Northeastern Regional Sales Manager. Sue brings to us 15 years of experience with Zinsser/Rust-Oleum, most recently as National Account Executive. Sue's vast paint industry experience prior to working with Zinsser/Rust-Oleum includes nearly 10 years of employment with Hamilton Distributing. While at Hamilton Distributing, Sue had an outstanding career holding a host of positions including; Customer Service, Trade Show Coordinator, Accounting, Buyer, Sales Manager and General Manager. This vast range of experience, knowledge and customer contacts will insure increased sales and market growth. Sue will be working from Ephrata, PA and covering accounts in the Northeastern States, as well as doing special projects for XIM.

**Look for XIM**

Five Star/Lancaster New Jersey-Jan. 14-16  
Five Star/Lancaster-Ct. Jan. 21-23  
Dynamic Paint-Toronto Jan. 14-15  
Sherwin Williams Show-Orlando, Fl. Jan 20-22

PRO-EXPO Show: February-2011, Quebec, Canada  
PDCA Show: February 2011, Orlando, FL  
Lancaster 2011 Extravaganza-Orlando, Fl. Feb. 11-12  
Orgill Brothers Spring Show-Orlando, Fl. Feb. 24-26  
Rodda Paint Show-Portland, Or  
Kelly Moore Show-San Francisco, CA  
Val Test Spring Show-Naples Beach, Fl. Feb. 3-5  
NGPP Workshop-Palm Beach, Fl. Feb. 14-18  
Hamilton Show-Philadelphia, PA. Feb. 14-16

Allpro Spring Show-Orlando, Fl.  
NGPP Workshop-Springfield, MA. March 26  
Emery Waterhouse-Boston, MA. March 17-19

**Painting Contractors:**

**Contact XIM if you would like to be trained on  
the application of Tile DOC and Peel Bond!**

**800-262-8469 #120**

**NGPP'S Skip Lowe Memorial Award**

Every year the NGPP gives a special award to an associate member representative who has given dedicated service and support to the organization during the past 12 months. This award is named after NGPP's first Executive Vice President, Skip Lowe, who was instrumental in bringing industry suppliers and professional installers together.

XIM's Industry Relations Representative, Jack Ford, has done it again! Jack has toured the country visiting chapter after chapter with XIM since he started with XIM just over a year ago.

Congratulations Jack!