

XIM PRODUCTS, INC.

THE PRIMER NEWS

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www.peelbond.com



July 4th HAPPY BIRTHDAY AMERICA!

XIM Mission Statement:

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

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Painting Contractors:

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

800-262-8469 #120

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

DATA SHEETS AND MSDS'S ARE AVAILABLE ON OUR WEBSITE!

www.ximbonder.com

Also: see all of our Newsletters!

XIM'S ADDITIVE'S PRODUCTS



Bleed Control 100
Tannin Stain Additive



Latex X Tender
Open Time Flow &
Leveling Additive



X-Tender
Slows drying time of fast
dry oil and solvent
based paints

XIM'S PLASTIC AND VINYL NT



Interior/Exterior-All topcoats
except Lacquers: For many plastic
surfaces including Polypropylene.



Contractor's Corner

Message to Painting Contractors

STOP SURVIVING AND START THRIVING

By Don Applegate-XIM'S Midwest Regional Sales Manager

Whether you live in an area where the local economy is thriving or struggling one thing is for certain, if you own your own business you can not sit back and wait for change to happen. Even when things are going well, on a continual basis you have to evaluate the state of your business. How can you help your business thrive when other businesses around you are just trying to survive? What are your long term and short term goals? Do those goals need to be adjusted? Who is your target customer? Do you need to reach out to a wider range of customer types or are you already trying to do too much, for too many and the quality of your service is suffering? Should you increase your prices? Are there expenses that can be cut without negatively impacting the quality of your product or service? Should you try a new advertising campaign? How can the new social media outlets on the internet help your business? Are you a member of local industry organizations, like PDCA, NGPP or REIA? These organizations are great places to network and share ideas. Are you actively looking for new opportunities? These new opportunities may be in the form of new customers or new products and services that your business can offer. Look for new ways to help existing customers as well as new customers. Very often the easiest sale to close is the sale to an existing customer. Are you going back to existing customers with new services and add-ons or improvements on existing services? This is just a short list of questions that you should ask yourself on a continual basis. You will be glad you did.

In 2010, XIM did over 100 contractor trainings across the country on Tile DOC® and Peel Bond™. Why did we do so many and why are we going to continue to do so? Because quite simply we know that we can not thrive unless our customers thrive. So we do these trainings so that you can offer your customers a new service with our Tile DOC® Epoxies and Aerosols. With Tile DOC®, you can help you customers update their bathroom without the expense of complete removal of showers, tubs and sinks. Peel Bond™ gives you the opportunity to offer your customer an upgrade that will make their project look better for a longer period of time. On a regular basis we hear about Peel Bond™ success stories from contractors. Stories about how their customer always had peeling paint problems in a particular area, Peel Bond™ was applied and they have not had any problems since. Those homeowners or property owners will not forget that you solved their problem and will trust you for jobs in the future. We have upcoming training classes in Michigan (Lansing, Grand Rapids, Muskegon, Mt. Pleasant, Kalamazoo, Monroe, Adrian), Ohio (Canton, Lima, Mansfield) Kentucky (Louisville); call 1-800-262-8469 for dates and times.

******XIM will be doing trainings in other areas. Please call our tech line at 1-800-262-8469 to see if there is one coming to your area or maybe get things started*****

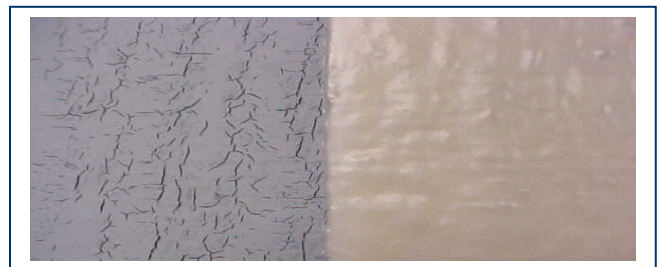
Contractor Training

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

Siefner Painting, Patrick Siefner, Merced, CA
Thomas Decor, Thomas White, Clinton Twp, MI
Painter Girl Design, Lanette Formby, Merced, CA
Deckard Painting, Anthony Deckard, Ellettsville, IN
Bright Sky Painting, Herber Mejia, Reirstertown, MD

BEFORE PEEL BOND - 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!

WHAT'S GOING ON~

We have all heard the anticipated, yet still surprising news of The Merit Group / **Lancaster** filing of chapter 11 bankruptcy. XIM Products, Inc. like many other companies suffered a painful financial hit with this filing.

Like many unfortunate situations that we face in life; almost always there is a silver lining. Though, we will more than likely never see any type of payment from our un-paid invoices from the Merit Group, many positive opportunities are being presented to us.

XIM Products, Inc. has recently expanded our products into **Canada** through **Dynamic** the major national distributor in this market. Everyone knows Jack Ford who has recently won vendor of the year awards from the **PDCA** and **NGPP** (National Guild of Professional Paper Hangers) was instrumental in making this happen. Applause for Jack!

Not only does Dynamic service the independent paint stores throughout Canada, they also fill the supply chain to major national paint companies such as Sherwin-Williams, Dulux (Glidden Professional), General Paint (The Comex Group) and CanPro (ALLPRO). We are currently in the process of getting all the Sherwin-Williams Canadian stores plan-o-grammed with Peel Bond, 400W NT, UMA WH and Prime Start. These stores will have the same Peel Bond merchandiser in the primer section as in the United State stores. The Sherwin-Williams stores will also be able to stock and sell Tile Doc Kits, Tile Doc Aerosols, Plastic & Vinyl, X-Seal and Restorz II. This is a plus for us. We are in the process of finalizing programs with the other companies listed above as well as many others through Dynamic.

Speaking of Sherwin-Williams, we have recently shipped out all the Peel Bond merchandisers for the re-sets in their store primer sections. This new plan-o-gram effective 6/15/11 merchandises Peel Bond Gallons on the first and second shelf, 400W Gallons (400W NT Gallons or 400W ES Gallons on the second shelf depending on the appropriate State OTC regulations) and 400W Quarts and 400W Aerosols on the fourth shelf. We are already starting to get awesome feedback per Murry Rutkin (ECSG); **“Funny thing has happened in the last week or so....The PeelBond inquiries and trouble shooting has increased 10 fold all positives, great opportunities.. Thanks to the new Plan-o-gram Placement....”** And a personal thanks to Greg Stallings (The Stallings Group) for his help and contacts within the Sherwin-Williams marketing group.

This July we will be receiving opening orders for Glidden Professional's five Distribution Centers. All five DC's will be stocking 400W (400W NT Gallons or 400W ES Gallons depending the appropriate State OTC regulations), UMA WH Gallons, Peel Bond Gallons and Peel Bond Pails. Other XIM Products, Inc. core items will be available as approved items through Lancaster for shipment into their stores and hub locations. Glidden Professional Independent dealers will also be able to order through their DC's. XIM Products, Inc. Northeastern Regional Sales Manger Sue Croft has been a big help in getting this program moving forward. Great job Sue!

Also taking place this July, ALLPRO will be stocking in their Northeast warehouse and new Tampa, Florida warehouse 400W (400W NT Gallons or 400W ES Gallons depending on the appropriate State OTC regulations), UMA WH, Peel Bond, Latex-X-Tender and Tile Doc.

More exciting news in the next issue! No looking back, only forward! Jim Parise, National Sales Manager

XIM'S TILE DOC/ETCH I M CREAM



Tile DOC (A and B- 2 part epoxy)-available in all states in 2-pint kits and quart sizes. (Gallons available in some states**based on VOC laws)



Etching cream (water based) dulls ceramic and glazed porcelain surfaces prior to using Tile DOC-saves sanding time and money!

Lead Paint Solutions

XIM'S Manager of Market Development Victor Pugarelli, recently completed **Kachina Lead Paint Solutions 'Certified Renovator Lead Based Paint Renovations, Repair and Training Program'**. The certificate is valid for 5 years and Kachina takes the required steps to notify EPA and/or state of your certification. If you intend to act as a Certified Renovator for your own company, you may apply to the EPA and/or state for your Renovation Firm Certification.

XIM'S 'NEW TECHNOLOGY' PRODUCTS

LOWER VOC/Interior/Exterior



400W NT VOC < 200 g/l XIM'S

Alternative to 400 White for Tough to Paint Surfaces: Glass, Tile, Formica, Metals, many Plastics Wood and other construction.



400C NT VOC < 200 g/l XIM'S

Alternative to 400 Clear for Tough to Paint Surfaces: Glass, Tile, Formica, Metals, Many Plastics Wood and other construction.



360 NT VOC < 200 g/l XIM'S

Alternative to 360 Gray Rust Inhibiting primer for Iron, Steel and Ferrous metals. (No Chromates, No Lead)



Plastic & Vinyl NT VOC <200 g/l Quick Dry, High Solids Bonding Sealer- White All topcoats except Lacquers. For Plastic surfaces including Polypropylene, PVC, Acrylic and many other Plastic Construction materials.

Look for XIM

UPCOMING SHOWS

AUGUST

Kelly Moore-San Francisco

September

PDCA- Chicago
PACOA FALL SHOW-New Jersey

OCTOBER

Vista Paint-Los Angeles
PDCA-Wilmington, DE

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Presidents Message

Dick Hardy

RECYCLING AND GREEN TECHNOLOGIES

It's not just the products these days that is a concern but the packaging the products come in.

A number of large retailers are pushing for the use of sustainable packaging. Initiatives include reducing the materials used in packaging a product, using recyclable materials, and using biodegradable materials. Wal-Mart has a company wide goal to create zero waste and to sell environmentally friendly products. Packaging plays a big part in their plans.

One way is to reduce the use of PVC plastic in packaging. Shifting to recyclable plastics like polyethylene and poly propylene and even going back to non-plastic materials that will biodegrade more easily.

More and more products are made from plastics that can be recycled. Because of its strength, polypropylene is one of the main plastics that companies are turning to. Items such as fencing, decking, windows, various trim and home decorating accessories, such as shutters and louvers are now available in polypropylene or polypropylene plastic blends.

But, polypropylene is not easily painted. XIM has a primer that is formulated to allow decorative paints bond well to polypropylene. This Plastic and Vinyl primer will allow latex paints to bond and have long term durability. This XIM product won't be used to help paint the packaging, but it will be used to redecorate many of these new products now coming on the market.

Jack's Corner

Painting & Decorating Contractors of America (PDCA)



This March, at PDCA'S annual Members Meeting in Orlando, Florida, XIM Products was honored for providing outstanding support for the 2011 EXPO through their promotional assistance.

PDCA honors individuals and companies.

XIM realizes much of this is due to the efforts of their Manager of Industry Relations, Jack Ford who has given his all in promoting XIM Products to meet the needs of PDCA members.