

# XIM PRODUCTS, INC.

## THE PRIMER NEWS

April, 2007  
Volume 1, Issue 1



XIM Products, Inc. 1169 Bassett Road, Westlake, OH 44145 USA  
(800) 262-8469 Fax (440) 871-3027 [www.ximbonder.com](http://www.ximbonder.com)

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

## XIM Sales Success Story

By Dick Hardy

### Peel Bond Specified as the Primer for Prison

In 2005 the XIM Peel Bond™, high-build bonding primer was selected as the primer of choice for the refinishing project at the old maximum security prison at Alcatraz. Alcatraz, known as The Rock is located on an island in San Francisco Bay. When the prison was active, the inmates painted the cells, hall ways and interior walls on a routine schedule. After the prison was shut down, layers and layers of paint eventually began to peel and break loose. The San Francisco Historical Society wanted to preserve the prison and restart tours. The peeling paint had left a very uneven surface that needed a great deal of surface preparation before painting.

The XIM Peel Bond was recommended by a sales rep for the Kelly Moore Paint Co. In the fall of 2005, a test was conducted. The interior wall surface in one of the cell blocks was power washed to remove dirt and loose paint chips. The surface was then allowed to dry, and the Peel Bond was applied by airless spray. The Peel Bond was applied in a heavy wet film. This helped to fill and level the uneven surface. As the Peel Bond dries, it turns from a white color to a hazy-clear, indicating that it is ready to paint. An interior satin latex paint was used as the final step.



If you have a chance to visit the San Francisco area, be sure to take the 4 hour tour to the historic Alcatraz prison.

### XIM Mission Statement:

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

### Inside This Issue

XIM Sales Success Story	1
Rep Spotlight	1
XIM Product Spotlight	1
XIM Employee Spotlight	2
Industry News	2
Supplier Spotlight	2
Message from the President	2
News from Human Resources	2

## Rep Spot-light

By Jo Ann Emerson

### Jana

Jana is the independent Sales Representative organization for XIM in the Chicago Area. The territory includes Illinois down to mid state and Wisconsin. Tom Newman is the Principal and manager for Jana. Also working with Tom is Mike Norcia, who covers the Wisconsin area, Phil McKinsey and Bill Carrico. Recently Steve Svec has joined the Jana sales team.

The Chicago Area has been chosen as a major Peel Bond Focus area. The large population and strong paint retailers and paint contractors is the obvious reason.

## XIM Product of the Month

By Jo Ann Emerson

XIM's Peel Bond continues to grow in popularity across the country! Peel Bond was our fastest growing product in 2006. We are currently working with our Advertising Company to achieve a better focus on Peel Bond as well as the "Family of Primers, Bonders and Sealers". Our teams will continue to meet and discuss the ongoing Objectives, Strategies, Tactics and Goals we are striving for. New Peel Bond in-store merchandising and label design will be here soon!



## Employee Spot-light by Jo Ann Emerson

What a great way to start our new Newsletter and to celebrate the years we had with Joe Wolf working with us! Joe has a fountain of knowledge, especially when it comes to paint primers! Joe was Vice-President and Technical Director from 1989 through 2003. Joe would always take the time and patience to help with anything. His years with XIM will always be remembered as great ones! Joe and his wife Dorothy moved to the Toledo, Ohio area, several years ago, where they can be close to their family and grand children. We miss you Joe!



## Industry News by Dick Hardy

In 2006 the New Housing market finally began to soften after 3-4 years of very strong growth. The focus for 2007 now becomes repainting efforts for those companies in architectural coatings. The Gross National Product (GNP) for the United States is estimated to be about 2-4 % growth in 2007. The architectural coatings market is forecasted to only be 1-3% growth in 2007. However, XIM and those companies that focus on specialty products can and will exceed this projected growth rate.

The National Hardware Show is in Orlando, Florida this year from May 8<sup>th</sup> through the 10<sup>th</sup>. Most all paint companies in the architectural coatings market will be represented at the show. The National Hardware Show is also a strong show for International Business. Foreign visitors to the show will come from all over the globe. XIM will be showing its Peel Bond high build, bonding primer sealer as one of the highlight products.

## News From Human Resources

We'd like to welcome to our business community some new members who have recently joined our XIM family: Victor Delion, Paul Carter, and George Blackburn. Victor is our main man in Shipping & Receiving, Paul joins the Lab team as the key man in Business Development, and George returns to us and is training in a Batch Maker position. We are pleased to have all 3 as members of the XIM team.

This past November, XIM adopted the Premium Only Plan. Under this program, all employees are able to pay for insurance coverage with a portion of their pay before federal income or Social Security taxes are withheld. The employee contribution portion of medical and dental insurance is now pre-tax dollars. This, along with the 401(k) deduction, means that our employees will pay less tax and have more money to spend and save. This plan is the result of XIM's continuing efforts to find ways to help our employees to get the most for their earnings.

*By Steve Sabanos*

## President's Message

Our focus in 2007 is to grow the sales and production of XIM by 20% or more. The emphasis will be on Peel Bond. Last year we grew the Peel Bond sales by over 130%. This strong growth helped fuel the growth in sales of other XIM products including 400W/400W ES, UMA and Latex X-Tender. We feel confident that we can continue this strong growth into 2007.

The sales team is running an incentive that will help build enthusiasm for this effort. They are offering a 5 Day Cruise for two to the Western Caribbean in early February, 2008 as the incentive. Eligible will be the Reps, the sales Managers, our Contractor Customers and two employees from the Cleveland site.

To support this sales and marketing push in 2007 we have instituted a Supplier Support Program where our suppliers can participate in helping us build the sales of XIM. We also expanded our holding capacity for Finished Peel Bond by installing a 4000 gallon Fiberglass tank. This tank should be fully operational in April, just in time for the paint season up-swing.

*Dick Hardy*

## Supplier Spot-light

The XIM purchasing and manufacturing team would like to thank all of our suppliers that were able to attend the XIM Sticking Together Presentation in February of this year. We like to also give special thanks the majority of suppliers that are supporting our marketing efforts to build sales and make 2007 a profitable year for all of us.

In future issues of *The Primer* we will be spotlighting our suppliers because they are an important part of the XIM success story.

*By Marlene Podrbik*