



**BOMA**  
Oakland/EastBay



When doing exterior or interior painting, an important decision is the quality of paint to be used. TOP QUALITY paints are designed to produce the best-looking and longest-lasting results. And even though quality paints may cost a little more, they provide a smoother, more uniform appearance, and can last more than twice as long as ordinary paints — so they are really more economical in the long run. Here are some of the specific benefits of using top quality paints, compared with using an “economy” paint:

#### **BENEFITS OF TOP QUALITY EXTERIOR PAINT**

- Goes on smoothly and evenly, without showing brush or roller marks.
- Minimal spattering during application.
- More hiding power, so it will require less touch-up and, possibly, fewer coats.
- Surfaces have less tendency to stick to each other, so windows, doors and other freshly painted surfaces won't bond to one another.
- Better resistance to dirt and stains, which facilitates cleaning and maintenance

#### **BENEFITS OF TOP QUALITY INTERIOR PAINT**

- Goes on smoothly and evenly, without showing brush or roller marks.
- Minimal spattering during application.
- More hiding power, so it will require less touch-up and, possibly, fewer coats.
- Surfaces have less tendency to stick to each other, so windows, doors and other freshly painted surfaces won't bond to one another.
- Better resistance to dirt and stains, which facilitates cleaning and maintenance.

#### **WHAT IS QUALITY WHEN IT COMES TO PAINTING?**

No matter what kind of paint you choose, you'll find a variety of prices and a wide range of quality. You'll pay less per gallon for lower quality paints, but don't let that fool you. You generally get more for your money, and a much better value, with a higher quality paint.

## HOW PAINT INGREDIENTS AFFECT QUALITY

### Pigments

Provide color or whiteness and hiding

- Top quality paints have higher levels of high-hiding pigments
- Top quality exterior paints have more durable pigments that resist chalking and fading better

### Binders

They "bind" the pigment into a tough, continuous film and help the paint adhere to the surface.

- Top quality flat paints have a higher binder to pigment ratio.
- Many top quality exterior latex paints are based on 100% acrylic binders for maximum:
  - adhesion when wet for resistance to blistering and peeling
  - resistance to mildew and dirt
  - alkali resistance over fresh masonry

### Liquids

Liquids carry the pigment and binders. In oil-based and alkyd paints, the liquid is a paint thinner. In latex paints, the liquid is water.

- Top quality paints have less liquid and more solids (pigment & binders).

### Additives

Ingredients used at low levels to provide key properties, such as:

- Mildew Resistance (mildewcide), found in quality exterior paints.
- Better Flow & Leveling
- Splatter Resistance

## APPLICATION PROPERTIES ASSOCIATED WITH QUALITY IN PAINT

Feature	Benefit
Excellent Flow & Leveling	Smooth for Good
Superior Hiding	Appearance; Speed of Application; May Need Fewer Coats
Low Spatter When Rolling	Less To Clean Up; Speedier Job

## RESISTANCE PROPERTIES ASSOCIATED WITH QUALITY IN PAINT

### INTERIOR PAINT

Feature	Benefit
High Degree of Adhesion	Less Chance of Blistering, Peeling; Stands up Better to Dampness, Washing
Scrub Resistant	Stands up to Cleaning
Burnish Resistance	Won't Get Shiny When Rubbed or Cleaned
Stain Resistance	Won't Absorb Dirt; Easy to Keep Clean
Block Resistance	Won't Stick When Surfaces Touch

### EXTERIOR PAINT

Feature	Benefit
High Adhesion	Less Chance of Blistering, Peeling
Chalk Resistance	Retention, No run-down Over Dark Surface; Slow Erosion Rate
Mildew Resistance	Little or No Mildew to Mar Appearance
Color Retention	Maintains Color, Appearance
Alkali Resistance	Resists Deterioration On Fresh Masonry
Dirt Resistance	Won't Pick Up and Hold Airborne Dirt