Paint Durability

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PAINT & FINISHING

—Painting Guide—

More of What You Need to Know to Successfully Plan for a Home Painting Project

Paint Durability

What You Need to Know to Successfully Plan for a Home Remodel

By John Murphy

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Paint Yourself Out of This Corner

Probably one of the most misunderstood areas of durability in the home is paints and stains. And the paint manufacturers haven't helped. They keep coming up with new finishes and new names for those finishes, which have little to do with reality. One manufacturer satin finish is another one's matte. You can semi this and gloss that until you're blue in the face, but because there's no agreed upon standard, it is totally subjective. It's purely about your personal taste in reflectivity.

Let's add more mud to the water. You would probably never think of using a flat or matte paint in a high traffic mudroom, right? Wrong. Today's flat and matte paints are for the most part, just as durable (washable) as the other finishes.

"All of our painting is handled by our Murphy Paint & Finishing division.

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"It all depends on the molecular technology deployed in the paint and the amount of pigment present," says Murphy Bros. paint guru Dan Flaherty. "Hirshfield's Platinum Ceramic Matte Acrylic Latex Enamel is hard as nails and would stand up to any gloss in the room. Conversely, you could take an eggshell finish latex paint in a very dark color, lean against it with you hand out flat for a minute and leave a dark impression," illustrates Flaherty. "Is this issue

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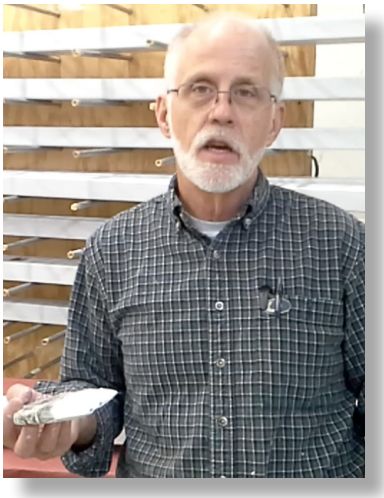

poor quality of paint? Not at all. Is it all that pigment? Yep. And that's one of the factors that determine paint contact durability. The more the pigment, the less it holds up to contact. Hirshfield's Color Max performance Coatings eggshell paint is supposed to minimize that effect, but the jury is still out on that," explains Flaherty.

New to the market in the exterior paint category is the Ultra Premium Exterior Flat Acrylic Latex with Crosslinking Technology and Valspar's HydroChroma technology. Say what? Yes the marketing people never sleep it seems. Apparently it has to do with bonding at the molecular level in such a way as to further strengthen the adherence of the paint to surface and how quick it cures

When it comes to stains/varnish, well, hand me a Kleenex. Stain is more than color just as Kleenex is more than just a tissue—do you want a tissue with or without aloe, 2-ply, 4-ply, scented, colored, antimicrobial?

"Most people have no idea what they're buying when the drop by the local big box and grab a can of poly," says Flaherty. "What we look for in terms of durability is a combination of key factors, not just longevity. For instance, you can buy a varnish that will last years, even decades,

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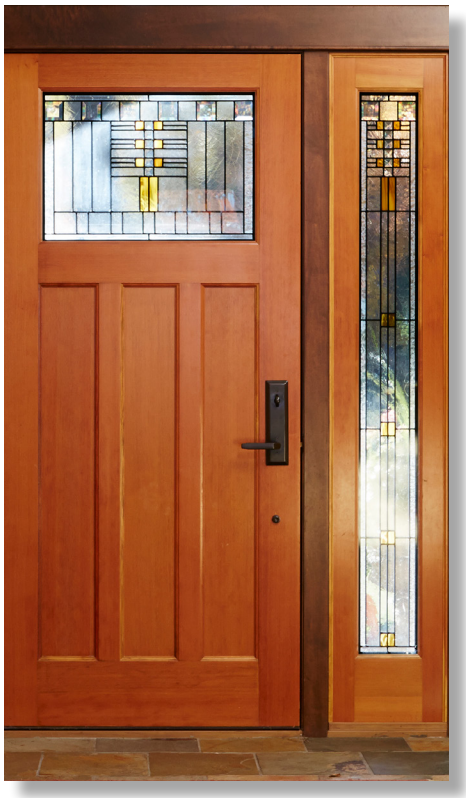

but it will look corn yellow in a year. is that what you really want? No. You want it to look the same and a collection of other things too:”

- Color fastness
- Repairability
- Resistance to moisture
- Household Chemical resistance
- General wearability

Recommendations for Stains

#1— Catalyzed Lacquers

- Repairable
- Most resistant to stain, abrasion and household chemicals
- Faster dry time
- Holds clarity
- Overall most durable

#2— Oil Based Polyurethane

- Repairable
- Good resistance to moisture and chemicals
- Slow dry time
- Yellows quickly
- Moderately high durability

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#3— Nitrocellulose Lacquer

- Quick drying
- Moderate resistance to household chemicals
- Yellows over time
- Moderate overall durability

#4— Oil Based Varnish

- Easy to apply
- Repairable
- Moderate resistance to household chemicals
- Low dry time
- Yellows over time
- Moderate overall durability

#5— Shellac

- Easy to apply, repairable
- Low resistance to household chemicals
- Dries fast
- Amber color
- Low overall durability

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Recommendations for Paint

INTERIOR

Coating painted walls — like RESERVE MATTE
- Matte finish
- Extremely Washable
- Hides imperfections in walls especially in older renovated homes

Kitchens and baths— like PLATINUM CERAMIC MATTE
- Satin or Matte finish with microban
- Moisture resistant
- Inhibits ordor causing bacteria, mold, fungus

Ceilings—Flat ceiling white— Easy to touch up
- Good Light reflection

Dark pigments for accent colored walls/trim— like COLORMAX
- Specialty paints for dark pigments
- Resists marring and burnishing
- Washable (not scrubbable)

EXTERIOR

Siding & trim— Duration with PermaLast® technology (advanced acrylic resins)

Decks— Cabbots decking stain semi transparent with 2 year recoat recommended

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