

FALL 2017



NEW LOOK for Wooster Professional Rollers!

Every professional painter has a favorite go-to applicator. Some pros always reach for a Pro/Doo-Z® roller because they know it will help them achieve a smooth finish; others know that a Super/Fab® roller will always help them finish a big job fast. If your favorite roller looks a little different the next time you pick up new tools, it's only the package that has changed.





When our Super/Fab® FTP® and Pro/Doo-Z® FTP® roller lines launched during the summer of 2013, their packages had a slightly different look from other Wooster professional rollers available at that time; both lines featured more color. Whether it was the large Made in USA seals that include fullcolor American flags or the bold burgundy or blue color stripes running nearly the full length of the cover-painters and retailers noticed.





After the FTP packaging received positive feedback, it was easy to see that we should incorporate some of those newer design elements into our other Wooster professional roller lines. Here are some of the changes you may notice:

KNIT vs WOVEN

"What's the difference between a knit and woven?" is quite possibly the roller question we receive the most. Our new roller design boldly calls out whether each roller is made using a knit or woven fabric and its corresponding feature such as high-capacity or shed-resistant respectively.

NAP/PILE HEIGHT CALLOUT

Pro painters and retailers also want to be able to easily identify the differences between multiple nap (or pile) heights of the same roller family. Because of this, Wooster has also called out the nap height of each professional SKU in a color matching its knit or woven designation.

PAINTS/COATINGS

Is a particular roller a good match for the paint/coating that you're planning on using? Look to the red bar at the bottom of each professional roller bag for a list of suggested paints and sheens.

PLAN

Originally, my plan was to neatly tie this quarter's message to the story about our updated professional roller bags. As many of us know-plans often change.



Instead, I'm writing this article three weeks after Hurricane

Harvey, one week after Hurricane Irma and with other storms still on their way to the southern United States. With that in mind, my focus once again turns to people. While we all face roadblocks, sidetracks, and other various hardships, it's difficult to imagine the devastation that people face in these disasters. Likewise, I am always amazed by the caring outreach of so many people in the USA who respond to these tragedies.

On August 29th, the reality of the devastation hit close to home. After a meeting that day, Keith Hancock, our Vice President of Production, said "I have to tell you about a conversation that I just had with one of our second shift employees." Keith recounted her experience of living in Florida when Hurricane Katrina hit and how badly her home was damaged. She spent 6 weeks in a temporary shelter and went a week without things that we often take for granted—like a toothbrush. She suggested that we collect life necessities and ship them to people in need. The retelling of her circumstances placed a clear call to action for our employees.

Wooster Brush employees partnered with Matthew 25: Ministries in order to get the five pallets of diapers, blankets, clothing, and yes...even paintbrushes we collected to the people who needed them. Why tell you about this? There are two reasons: First, we have a business relationship with you. Businesses are sometimes thought of as cold corporations that only worry about the bottom line/dollars. While we do have to consider the bottom line, we also have people who care. Not only do our employees care about people in need. they care about the products they make for you. Second is to ask you to think about what you can do for those affected by these storms of life. Sometimes an item as simple as a toothbrush can mean a great deal to someone in need.

Our hope is that you never find yourself in need of items greater than paintbrushes or rollers...but our Company just demonstrated that it's filled with good people who know how to respond when plans change.



ENGINEERS



Is there a special technique to reduce "hat-banding" when painting a room (the cut-in area looks different from the rest of the wall)? The brush marks look so different from the stipple of the roller on the rest of the wall. Any suggestions?



We have a system using our Jumbo-Koter® roller in conjunction with the Pelican® paint pail and one of our professional brushes that virtually eliminates the different finish textures that lead to this phenomenon which has become much more prevalent with today's acrylic coatings. It's especially obvious in the darker and more vibrant colors that have become so popular today.

Newer paint formulations tend to be faster drying than paints of a few years back. This can often lead to shorter working time. The texture you see when you first put the paint on the wall will likely remain since the coating dries before leveling completely. That means the methods we learned from our painting mentors may not serve us well anymore. If you still cut-in the room completely before going back and rolling the walls, you will see a distinct difference in texture between the brushed area and the rolled parts of the wall.

For a multi-painter crew, many contractors have overcome this problem by having a painter roll the walls at the same time another painter does the cut-in. You've heard it before, always keep a wet edgel By following the brush work immediately with the roller, you can maintain a consistent rolled texture much closer to the ceiling and edge lines. Unfortunately, this doesn't work for the painter who works alone.

If you find yourself working alone, give our Pelican system a try. Since this pail allows you to brush and roll out of the same container, you can do both as you go. Start by cutting-in as far as you can reach with one pass of the brush, then immediately switch over to a 4½-inch Jumbo-Koter roller to even out the finish and minimize the width of the brushed area. A powerful magnet holds the brush out of the way while you load the roller on the handy roll-off area.

Using one of the Jumbo-Koter covers with a button end allows you to get within 1/4" of the trim easily. With a little practice, you'll be able to minimize this even more. And since the Jumbo-Koter covers are available in our most popular professional fabrics, it is easy to match the finish texture that will end up on the rest of the wall.

After you've used our Pelican system a few times, you will be amazed at how much less time it takes to finish a room. It's also handy for painting the small amount of wall above windows and doors. And if you use one of our convenient Pelican liners, cleanup will be a snap when you are done!



DO MORE....

Time is money. The reason some jobs don't receive "good" bids isn't because of their difficulty, sometimes it's just because of the amount of time they'll take to complete. When you find a way to tackle a tough job more efficiently, you're putting more time back on the clock to move on to the next job.

Painters of all skill levels have asked us if there are better ways to tackle railings, posts, spindles, and more. Here are two great Wooster tools that will help you become more efficient in these applications so that you can do more.



It features twin cages that coat two sides of a pipe, railing, or post simultaneously —increasing production by 100 percent! These dual, smooth-spinning cage frames adjust separately in 30-degree increments to paint pipes of all sizes (the smallest being 1-inch diameter). Like every frame in this miniroller line, the Pipe Painter works with all 4½- and 6½-inch Wooster Jumbo-Koter covers. Made of strong copolymer polypropylene, the

of strong copolymer polypropylene, the Wooster Jumbo-Koter Pipe Painter has a thumb rest for comfort; it also attaches to threaded or Sherlock GT® extension poles for added reach.



RR323 Jumbo-Koter Flip Frame™

Its spring-loaded, 1/4" chrome-plated shank adjusts four ways to reach different faces of a surface; the RR323 is great for cabinets, railings, decks, pipes, and more. You can quickly change the

direction of the frame at any time during painting by pushing the red button. Its solvent-resistant plastic cage is designed for extra-smooth rolling action with your choice of 4½" or 6½" Jumbo-Koter rollers. The full-size grip features reinforced threads and Sherlock GT" compatibility.

MEET THE FIELD REP



Uhland Redd

Uhland may be one of our newer district managers, but he's not new to our industry. His territory covers Alabama, multiple counties in Florida, as well as all of Louisiana and Mississippi.

Previous Work Experience: I grew up working for my father at Florence Lumber Company in Florence, AL. If I did a good job sweeping the floors and cleaning the restrooms. I'd get a Coke, Years

later, I hauled sheetrock into new construction. I stayed in the family business until 2005 when I received an offer to become a Merchandising Manager for Benjamin Moore & Co. In 2016, I heard that Bill Rumage, our Wooster Brush rep since I was growing up, was going to retire. Bill is that guy—the guy who's never worked a day in his life. He was always happy, helpful, and took the time to make sure I understood what I was selling. Our friendship remains to this day. When I found out he was retiring I knew I had to look into becoming a District Manager for The Wooster Brush Company. It was through my experience growing up in the business and my many friends at Benjamin Moore that helped prepare me for my new career with The Brush. I now see why Bill was always smiling. They say don't forget where you came from and at The Wooster Brush Company, that culture remains to this day.

Family Update: I met Patty, my wife of 22 years, at The University of North Alabama in 1991. We dated four years prior to marrying in September 1995. We have 2 children: Uhland, V and Mary Ellen. Uhland is a sophomore at Mississippi State. He's studying to be a Civil Engineer. Mary Ellen is a sophomore at Florence High School. She enjoys playing soccer, driving countless miles as a 16 year old, and volunteering. We have one pet dog. Lola. Who is really our third child.

Hobbies & Interests: When I'm not working, I enjoy boating, playing golf, and smoking/grilling out. However, there is nothing like being home with my family, and having coffee and sharing stories with my dad on Saturday mornings.

Favorite Wooster Product: Painting is work. So when I am going to work I want to buy the best tool I can to get the job done. With the Alpha brush I know I will finish sooner rather than later. Alpha is the best brush I have ever used. It holds a tremendous amount of paint. Meaning I spend my time painting, not dipping. It also holds a straight, tight line allowing for easier cut-ins and maneuverability. Additionally, I find that the smooth filaments allow for easier clean up. Lastly, I love that we make Alpha brushes in many styles so there should be one for each of our customers.

Recent Contractor Call: I recently set up a paint demo for a Pro Show luncheon. To bring the event full circle, the dealer was offering some very aggressive sales on paint and applicators, which really drove participation. In sales, we can all talk about how great our products are, but it is when one actually uses the product that the talking starts walking. I had 2 Wooster brushes and 2 competitive brushes set up for the demo and let the contractors do their own cut-in test. It was clear that Wooster was the preferred brush after the demo. Everyone left that day with a positive mindset and quality products to get their job done.

TWO WOOSTER PAINTBRUSHES HAVE RETURNED

Back by popular demand, the 3-inch Miami paintbrush is made using a soft formulation of black nylon. The 3116 is a great choice for applying smooth finishes both indoors and out. It features a round, rust-resistant steel ferrule and a segled wood handle

Made using a blend of gold/white nylon and sable polyester, the 2½-inch Production Painter Lindbeck Beaver is the other Wooster paintbrush to recently return. This firm formulation provides a confident stroke for excellent results with all acrylics, latex paints, oil paints, and stains. The J4645 also has a brass-plated steel ferrule and a wood handle.

WOSTER
POTESTORE

POTE

Ask for both of these brushes at your favorite Wooster source.

return service requested

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