



# THE SPREAD

PAREX®

LaHabra®

El Rey  
Stucco

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SUREWALL®

FALL 2008 • VOL 1, ISSUE 3

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## Message From The Vice President

I just returned from France where I attended a meeting with ParexGroup companies from around the world. ParexGroup has companies in 17 countries, 48 manufacturing facilities and over 2,700 employees. While language and customs vary from country to country, there are many similarities between us.

Construction is down throughout the world. Markets in the US, Spain and the United Kingdom are down more than others, inflation is running high is South America and the French and Asian markets are beginning to slow as well. Expecting the economy to continue to be tough in 2009/2010, the companies of ParexGroup discussed how we can maintain and grow our business during these difficult times. The consensus was nothing revolutionary but more practical. Our approach to dealing with the difficult market conditions of 2009 and beyond is focused on three fronts: Products, Customers and Support.

**Products:** Provide products that benefit the end user. This will come from the introduction of new products, new technology or product improvements.

**Customers:** Continue to support and value our existing customer base while developing new customers.

**Support:** Continued support of our products and our customers is something that we must do. Technical, Marketing, Sales and Out-of-plant services must be maintained and improved.

Whether a distributor, dealer or applicator, each of you can use the same strategy that ParexGroup has established.

**You & Products:** Know what product we have and where they can be sold to create new business. We offer over 100 different products however, most use fewer than 10.

**You & Customers:** Most of us are creatures of habit; we call on the same people day in and day out. Make a list of potential new



**Buck Buchanan**  
VP of Sales and Marketing

customers in your market and you may be surprised. You may have a new customer next door but you just got about them.

**You & Support:** This may be challenging as we are all adjusting to the new economic environment. Taking care of your customers needs is critical during tough times. It simply means keep your service levels high and managing your business better.

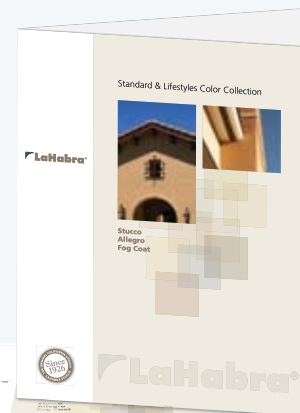
We have more tough days ahead but developing your plan and managing your resources will help you survive the storm. We consider all of you as partners and will be here to help you along the way.

## STUCCO

### LaHabra All-In-One - Color Chart

LaHabra is pleased to announce its combined color card. The new chipped card represents the 30 standard and 12 lifestyle colors available in the LaHabra color pallet. The new color chart will be used for New Technology Stucco (NTS), Standard Stucco, Fog Coat

and Allegro. In the past, Lifestyle, Allegro and Fog Coat color charts were printed separately. Answering the market's demand LaHabra developed the higher quality combined chart to accommodate its customers' needs. The new color card will be available to order at the end of November 2008.



## ParexLaHabra Holiday Closures

### Thanksgiving

Sales & Manufacturing  
Wednesday, November 26  
through  
Friday, November 28

### Winter Holidays

Wednesday, December 24  
through  
Monday, January 2

## Happy Holidays

## Fall Advertisements

### LAHABRA

Custom Builder

ARCAT Alert Magazine

Plastering Cont. Assoc. S. Cal

### PAREX

Construction Dimensions

Construction Dimensions  
Product Showcase

ARCAT - Alert Magazine

Walls and Ceilings

## LaHabra Wins Awards

The launch of two new products, Select Finishes and NTS – New Technology Stucco, to the LaHabra line this year has been the source of great interest in the building materials industry.



We are pleased to announce LaHabra was selected as one of the most preferred product brands by Builder and Developer Magazine. NTS has been named as one of the 50 Most Innovative Products of 2008 by Professional Remodeler Magazine and Select Finishes has been named 13th



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in the Top 100 Products of 2008 by Residential Design and Build Magazine.

It is an honor for LaHabra to be recognized as we strive forward to provide you with new and innovative product offerings for your customers.



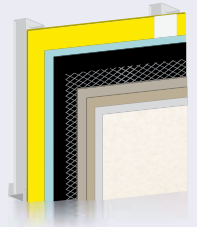
## Parex Armourwall Stucco Assemblies

As part of our ongoing effort to ensure that we are delivering the best products, and assemblies for the Parex brand we have enhanced our stucco offering. Going forward our stucco assemblies will now be known as Armourwall 100 (formerly "1-coat stucco") and Armourwall 300 (formerly "3-coat stucco"). These assemblies have

premium options available including either "WaterMaster" (for enhanced moisture protection) or "Krak-Shield" (for enhanced crack reduction) or the combination of both "WaterMaster Krak-Shield".

To support and promote these changes we have developed the new Parex Stucco Brochure. The brochure piece is designed

to demonstrate the different uses and components of each Armourwall assembly. This piece has been well received in establishing Parex as a premium and preferred offering compared to our competition.



## EIFS

### New Parex 610 Matte Clear Sealer

Over the past year we have received market feedback that our current 600 Clear Sealer produced a noticeable gloss when used in certain applications. The 610 Matte Clear Sealer was developed with a matting agent to

reduce the high gloss appearance. The reduction in gloss should be especially noticeable on applications over dark finishes. The 610 Matte Clear Sealer will continue to provide the protection you desire from a sealer but now with reduced gloss.

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The Parex 600 Clear Sealer will continue to be offered, so you now have two choices in sealers from Parex. The 610 Matte Clear Sealer is available from our French Camp, CA; Redan, GA; and San Antonio, TX production facilities.

## TECH TIPS

### Efflorescence

With the colder temperatures and additional moisture that arrive with autumn, efflorescence becomes a frequent topic of discussion in the building trade. There will be more moisture to move the soluble salts that are naturally found in cementitious materials to the surface and when the water evaporates it leaves these salts deposited on the surface. The stains are white or off-white and are much more noticeable on darker colors. There are 4 elements that need to be present for efflorescence to appear.

The first element is the water-soluble salts naturally occurring in any cement based products. The second element is water, which dissolves and carries these salts. The third element is physical force to cause water to penetrate into the wall from rain, humidity, wind, dew point, etc. Fourth and finally, there must be an opening on the surface for the salt laden water to come out of as the water brings them to the surface through evaporation.

The longer these salts remain on the surface the more difficult they are to

remove. To remove them, a simple washing of the surface may be effective. In some cases, power washing may be needed to remove all of the staining. In still more stubborn cases, a mild acid, such as white vinegar maybe required. Repeat washing may be required to fully remove the efflorescence.

If these simple cleaning procedures are not effective contact ParexLaHabra Technical Services for more details.

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## PEOPLE

### ParexLahabra Focuses on a New Strategic Agenda



**S**ince September of this year Rodrigo Lacerda, International Development Director for ParexGroup, has been analyzing ParexLahabra's supply chain organization model. Following several acquisitions made in the last few years, ParexLahabra operations have become more complex with 10 plants across the country. Rodrigo's objective is to research and create a National Supply Chain model which will optimize the synergies that exist within our manufacturing and logistic operations. The ultimate goals of this strategic project are to increase our operational efficiencies and improve our competitive position in the market.

Originally from Brazil and now based at ParexGroup global headquarters in Paris, France, Rodrigo will be working from ParexLahabra's corporate office in Anaheim, California during his special assignment in the United States.

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### Sales Force Strengthened in Texas



**W**e are pleased to welcome Stephen Logsdon as the newest Architectural Representative to our sales team. Steve will be based out of Houston and will cover the Texas region.

Prior to joining ParexLahabra, Logsdon was employed with such companies as L.M. Scofield Company, Little Tikes Commercial Play Systems and Gaedkce Equipment Company. He is a graduate of Louisiana State University, where he played Football and was a member of the Track team. Logsdon resides in the Houston, TX area with his wife Glenda, their daughter Bailee and son Brody.

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## PROJECT PROFILE

### L'Auberge Du Lac

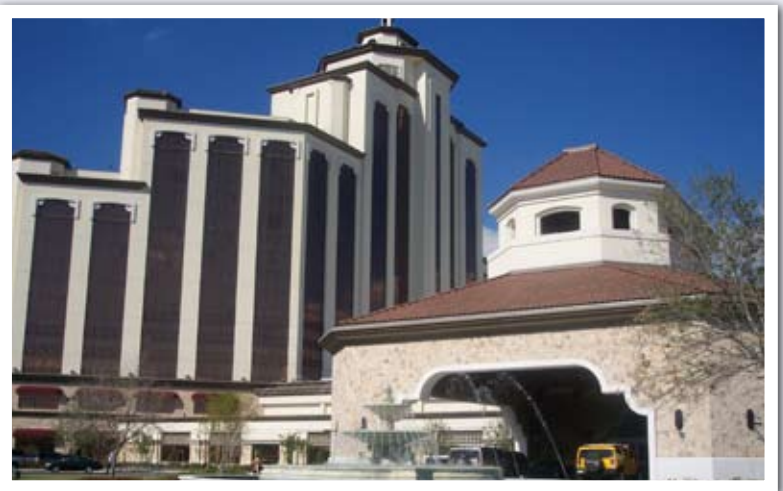
#### The Site

Size: 60,000 sq. ft. EIFS  
Facility Type: Commercial  
Developer: Pinnacle Entertainment  
Architect: Bergman, Walls & Associates  
Distributor: Bayou City Wall Systems  
Applicator: Triangle Plastering  
(Baker-Triangle)

For over three decades the Baker family has been a vital part of the drywall and plaster industry in Texas. Baker Drywall has grown to be one of the largest specialty contractors in the nation, while Triangle Plastering has gained a reputation for completing many of the largest and most technical plaster projects in Texas.

#### The Challenge

After the impressive completion of the of L'Auberge Resort and Casino, Phase I, in Lake Charles, Louisiana,



Triangle Plastering began to plot its course of how to handle Phase II's L'Auberge Du Lac, Tower addition. Tasked with simulating wood texture using a base coat and a short time frame, the team at Triangle knew a 70 hour work week schedule, under

extreme rain and humidity was in their future.

#### The Solution

Turning to a trusted distributor, Bayou City Wall Systems and a brand they had confidence in, Triangle Plastering

