



# THE SPREAD

PAREX®

LaHabra®

El Rey  
Stucco

MER-KO  
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Teifs

SUREWALL®

THIRD QUARTER 2009 - VOL. 2, ISSUE 3

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## Message From The Vice President

### A Focus On Our Customers

**A**s the economy continues to be a concern by all in the construction industry, I'm going to take a break from that and let you know about a new program we have introduced. September 22-24th we held two of three Advisory Board meetings. While the advisory board concept is not new to American companies it is new to ParexLahabra. The three boards have been set up representing our customer groups. One group is represents Medallion applicators who are involved with Parex, TEIFS or El Rey. The second group consists of Distributors who are involved in EIFS and acrylic stucco applications. The third group represents LaHabra distributors in the California market.

#### The Board:

Customers who represent the market segment and region of the country where they are located were selected to be a defacto delegate of their region group. These are Distributors, Dealers and Applicators who have a strong relationship with ParexLahabra and are interested in improving their business and our partnership.

#### Goal:

The Advisory Board will provide direct feedback to our Senior Management Team. This feedback will help establish and direct our strategy. Our goal is to become the best manufacturer / supplier in the EIFS and Stucco industry.

#### Distributor Advisory Board

Bill Peckham, Westside Building Materials  
Carter Lyon, Specified Products  
Larry Houns, Tamarack Materials  
Mark Norgaard, Henry Products, Inc.  
Mike Hawks, Continental Stucco Supply  
Sal Mattioli, Wall Systems

#### Medallion Advisory Board

Barry Jenkins, Southern Stucco  
Jack Reitter, Reitter Stucco  
Jason File, Les File Drywall  
Larry Vallia, Vallia Warren  
Michael Vickery, Triangle Plastering  
Mike Pillolla, J.P. Phillips  
Steve Regalbuto, The Raymond Group

#### LaHabra Advisory Board

Allen Hathaway, Hathaway & Sons  
Bob Young, J&B Supply  
David Laing, L&L BM  
Jamie Weiss, Reliable BM  
Mike Newton, Newton BM

#### ParexLahabra Advisory Board

Rodrigo Lacerda, President  
Buck Buchanan Vice President of Sales  
Jamie Makuuchi, Director of Marketing  
Robert Dickson, Director of Technical Service  
Julien Latrille, Director of Operations  
Brad Sanderson, Sales Manager  
Glenn Fisher, Sales Manager  
Ted Jones, Sales Manager

#### The Scope:

The Advisory Board focus is on the following:

- What's going on at ParexLahabra
- Current market trends
- How our business can be improved
- Brains storming sessions
- What are our customers' needs
- What do we need to do to be the best



**Buck Buchanan**  
VP of Sales and Marketing

#### The Next Step:

Our next step will be review the comments and suggestions from the meeting and develop an action plan. This plan will be reviewed with the advisory board at the beginning of the year. We are off to a good start now. We need to follow up and implement some of the recommendations. These changes then must be communicated to our customers.

The feed back we got from the groups was very positive and pointed out some real directional changes we need to make going forward. We appreciate the participation of the group. Their feed back will help us be a better company and a partner with our customers. In this economical environment we will focus on becoming a better partner to our customers. The Advisory Boards are a good step forward in this direction.

## Upcoming Events

### GreenBuild

November 10-13

Phoenix, AZ

## EIFS

Previously, ParexLahabra WRB products were limited to use under their EIFS and stucco assemblies only with limited substrates. After successfully conducting multiple tests, the use for these products has been approved for use under other exterior claddings and the range of substrates that can be applied to has been increased to include OSB and plywood.

This is a major leap forward for our business," said Quenton Roehricht Brand Manager. "The significant advancement allows ParexLahabra to market its WRB and air barrier products to a larger range of customers. The liquid, water-resistive

barrier, and air barrier markets are seeing phenomenal growth right now and we are excited to participate.

"With the advancement of substrates and the excellent quality of raw materials used, in ParexLahabra products, we are excited to give warranties for the use of ParexLahabra Water-Resistive Barriers under other façades and over many different substrates e.g. plywood, OSB, Densglass Gold™, etc.", said Robert Dickson, Technical Director for ParexLahabra.

ParexLahabra liquid applied water-resistive barrier products are far superior

to sheet based products. There is no risk of ripping or tearing, as with paper products, and liquid water-resistive barrier products are applied in a continuous layer.

These products may be used on a number of substrates including OSB," Roehricht commented. "This is a significant shift from ParexLahabra's prior position and a benefit for the applicator. We believe we have the best liquid applied water-resistive and air barrier products on the market.

ParexLahabra's Water-Resistive Barrier products are available in 5 gallon pails.



## STUCCO

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### Stucco Level Coat named to the Professional Builder Magazine 100 Best New Products List

The 100 Best New Products Award recognizes the most significant products introduced each year. Professional Builder magazine supports innovation and new technology. They believe the advancements made in products for new homes benefits our country in a variety of ways, including reducing energy reliance, improving comfort, increasing quality, incorporating more efficient installation methods and more.

The 100 Best New Products Award highlights products that make these gains and recognizes the manufacturers who are leading

improvement. The editors base their choices on these criteria:

- Technological advancement
- Significant product improvement
- New product line introduction
- Increasing the competition of a product line

Stucco Level Coat, is used to embed mesh into the level coat to reduce cracking and can be used as a level coat to smooth rough cement walls and enhance finish coverage. Stucco Level Coat is compatible with Parex, LaHabra, El Rey and Teifs stucco assemblies.

You can see Stucco Level Coat and all of the best new products in the September issue of Professional Builder magazine.

For additional information regarding Stucco Level Coat contact the Customer Service Department at (866) 516-0061.



## ParexLahabra Holiday Closures

### Thanksgiving

Wednesday, November 25  
through  
Friday, November 27

### Winter Holidays

Thursday, December 24  
through  
Friday, January 1

# TECH TIPS

## Dark Color Finishes on EIFS

**P**arexLahabra specifications call for a finish with a Light Reflectance Value (LRV) of at least 30%. Two issues that must be addressed when using an acrylic finish that has a lightness value of less than 30% on a Parex EIF System. These are:

1. Possible damage to the Expanded Polystyrene Insulation Board.
2. The likelihood of fading or color changing of darker color finishes.

The first issue is a functional problem and can affect the performance of the EIF System. The second issue is an aesthetic problem that does not affect the performance of the System, but is not a desirable condition.

### Possible Damage to Insulation Board

The foam plastic insulation used in most EIF Systems is the expanded or extruded polystyrene board. The producers of the polystyrene boards recommend a maximum service temperature of 167oF (75oC). At temperatures higher than this value, the boards begin to deform.

The use of dark color finishes over the polystyrene boards should be avoided in order to prevent the occurrence of high temperatures on the surface of the insulation boards. Energy absorption of a dark color finish is one of the factors to be considered. The orientation of the surface must also be taken into account. The temperatures on the surface of the EIF System can exceed the service temperature of the polystyrene insulation board. Specific variables that can affect the service temperature are:

Ambient Temperature – the higher the ambient temperature, the higher the surface temperature of the EIF System.

Surface Orientation – the more direct the angle of the sun to the wall (closer to 90 degrees), the higher the surface temperature. Also, the direction the wall faces will influence the performance of a dark color EIF System.

Climate – Such things as cloud cover, air pollution, number of cooling degree days and climate in general will affect the service temperature of the EIF System when a dark color finish is used.

Wall Area – Relatively small surface areas like decorative bands pose less of a problem when dark colors are used, as the surface heat can be dissipated more readily than on a large wall area.

Reflected Light – A dark colored finish that not only receives direct radiation from the sun, but can also be exposed to additional reflected light from a window or some other reflector, is far more susceptible to have a surface temperature that exceeds the service temperature of the polystyrene board.

Color – the darker the color, the less light is reflected, so more energy is absorbed.

The ParexLahabra color chart indicates the lightness values of all the standard color finishes in a scale between 1 and 100 with the lighter colors having the higher numbers. Colors with a lightness value of 30 or greater are typically safe to use over an EIF System in any geographical area and climatic condition. We recommend that before a color selection is made, the light reflectance value of the color is determined. If it is below 30%, the other determining variables are examined to assess the risk and potential damage associated with the use of a dark color on the System.

### Color Fading

The gradual changes in color or fading is primarily due to the pigments that must be incorporated into the finish in order to achieve the desired color. Finishes of lighter colors typically utilize pigments that are made up of inorganic chemicals. These pigments are very stable and are not easily broken down by exposure to ultra-violet light.

To achieve darker colors, it may be necessary to switch to pigments that are made up of organic compounds, and in some instances, these types of chemicals may be susceptible to ultra-violet light degradation. If a certain organic pigment must be used to achieve a certain dark color, and if this pigment is prone to UV breakdown, then the fading of the color is almost a certainty.

The degree of fading will be a function of exposure to UV light which is directly related to some of the variables already discussed above.

Fading is an aesthetic issue and does not compromise the functionality of the EIF System, but the selection of the proper color with the most stable pigments can make the difference between years of beautiful colors or a constant maintenance program to rejuvenate original colors.

If you have any questions or require additional information, please feel free to contact the ParexLahabra Technical Department at (800)226-2424.

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## PEOPLE

### Francois Bouan Retires as President of ParexLahabra, Inc.



**B**ouan's career began with the ParexGroup in 1986 as Director of Logistics, in Paris, France. In March 1990 he accepted a promotion to Plant Operations Manager with, US based subsidiary, Parex Incorporated at their Redan, GA location. Bouan was tasked with growing the corporation West and began developing a new manufacturing facility from the ground up in French Camp, CA.

"I have had the pleasure of knowing Francois for over 16 years", said Buck Buchanan, Vice President of Sales and

Marketing at ParexLahabra. "During a conversation in 1996 I informed him he would become the next president of EIMA and found it humorous a French man was to be president of a growing American trade association. During the beginning of some very difficult times in our industry, Francois became an expert in the American judicial system and a skilled American politician. His personality served him well and at the end of his term, as EIMA president, he was a very highly respected and strong leader."

In 1991 Bouan was promoted to Executive Vice President of Parex and quickly rose to become President in January 1992, at the departure of then President Bertrand Deau. The year 2000 began a string of acquisitions including LaHabra Products Inc. and El Rey Stucco Co. In 2005 he spearheaded the merger of all three companies to form ParexLahabra, Inc. Later, the corporation acquired Teifs, Mer-Krete Systems, and a division of QEP to round out its offering. Bouan

has been an instrumental part of expanding the company from a small organization through acquisitions and natural growth. His leadership helped grow the corporation over twenty-fold from its humble beginnings.

"In the ten years that I have known Francois, I've found the experience both enjoyable and rewarding," said John Comiskey, Chief Financial Officer for ParexLahabra. He'd engage everyone with a smile, a hand shake, and a sense of humor. Francois would disarm you with his French accent and then conduct business in a direct but friendly manner. By the end of the business deal you would walk away from the experience with a good feeling."

Bouan previously served on the board of the EIFS Industry Manufacturers Association (EIMA) from 1991-2000 and as President from 1996-1998. He will be succeeded as ParexLahabra's President by current Executive Vice President, Rodrigo Lacerda.

### Rodrigo Lacerda Appointed President of ParexLahabra, Inc.



**R**odrigo Lacerda has been named president of the company effective October 1, 2009. Lacerda replaces Francois Bouan who retires on September 30, 2009.

"Among the multiple responsibilities of managing a company one should not be minimized, the successful transfer of those responsibilities to a

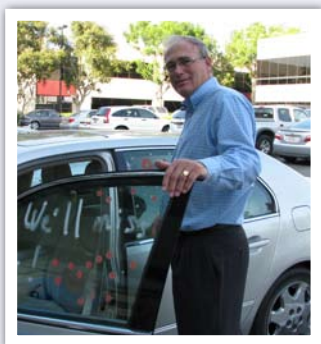
new President," said Francois Bouan current president of ParexLahabra. "I have known Rodrigo since he joined ParexGroup in 2000. His experiences in managing and expanding our Brazilian subsidiary and later developing the presence of ParexGroup worldwide made him the best candidate. I am confident Rodrigo will rapidly earn trust in the industry, and with new ideas and tools lead ParexLahabra into another era of growth and success."

Lacerda, began his career as a Quality/ISO Consultant for the largest producer of ceramic tile in Brazil and quickly advanced to HR manager and ultimately as the CEO of the tile adhesives division. He accepted the CEO position of Parex Brazil in 2000, where he transformed a regional one-plant company to the third largest producer of tile adhesives

in Brazil. Parex Brazil now operates 7 manufacturing facilities with sales of over 70 million dollars. In 2006 he was promoted to Vice President of International Development, responsible all acquisitions of the ParexGroup and relocated from Brazil to company headquarters in France. Lacerda, is an electrical engineer by trade and holds an MBA in General Management.

"I'm very excited in joining the ParexLahabra team to help build the future of this company in the United States." Lacerda commented. Focus on innovation, outstanding customer service, and added value products and services will be the backbone of our leadership. Our team will be working hard to deliver those core values every day in each one of the product segments we are present in."

## Farewell Message From The President



**W**hen I landed in Atlanta with my family in 1990, I would never have guessed a three to five year term, would end up being a twenty year tenure at the helm of Parex. It has been an extraordinary adventure I will remember for the years to come.

With a committed team and the support of Parex shareholders, twenty years has given us the time to consolidate a start up company into a recognized one. Spanning from east to west coast, we manufacture building materials for the façade (EIFS and stucco), tile setting /waterproofing market and contribute to the international expansion of our Group.

During those years, challenges, success, difficulties and disappointments have alternated but together we have made Parex. I have enjoyed knowing all of you, being with you at the plants, at the office or on the road, working hard to earn your trust.

I have been honored to lead the company for so many years and thank you very much, employees, customers and suppliers for your trust and all your contributions to such a success story.

As I leave my responsibilities to new leadership, I feel confident Parex will weather the current situations and has the solid foundations to aggressively pursue its future goals.

For those wondering what I will be doing in a few days, I don't have the answer yet except that I will stay in California, thinking about it but I know I will miss you.

It has been a great ride. Thank you again.

# PROJECT PROFILE

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## The Woman's Hospital of Texas

Parex EIFS PB



### The Site

**Project Name:** The Woman's Hospital of Texas

**Project Size:** 60,000 sq. ft.

**Applicator:** Triangle Plastering

**Project Location:** Houston, TX

**Distributor:** Griesenbeck Distribution Group LLC

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.

Just a punt, pass and kick from the incredible Reliant Stadium, this new Triangle project has a fascinating story. As triangle mechanics were putting the final touches on this

beautiful hospital, Hurricane Ike struck the Houston area, and the hospital. Fortunately, only minor repairs were necessary to the EIF system.

Triangle installed over 60,000 square feet of Parex Large Missile Impact EIFS PB with a 10 year warranty to meet the Hurricane Wind Requirements set by the Architect and Engineer. One layer of 20 ounce mesh embedded in base coat over the sheathing and the EIFS applied over that with the ability to withstand objects flying at more than 100 mph, which will keep them from penetrating

the wall system. All installed in a period of less than 4 months with more than 25 certified mechanics on site and excess of 1000 scaffold frames in order to meet the aggressive schedule. EIFS thicknesses vary from 1-1/2" to 4" with several areas requiring up to 4 layers of reinforcing mesh.

At near completion Hurricane Ike touched down in Houston. Other than a few minor scrape to the finishes, the Parex EIFS PB system, performed extremely well. The cost of repairs to complete the job was less than \$1000.

**Corporate Office**

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North Hollywood, CA

# MISC.

## Are You Following Me?

**P**arexLahabra may now be found on various social networking sites on the web. Social networking focuses on building online communities of people who share interests and/or activities, or who are interested

in exploring the interests and activities of others. Social networks have encouraged new ways to communicate and share information and are being used regularly by millions of people.

Become a fan of ParexUSA on Facebook, link up to the ParexLahabra Group on LinkedIn or follow ParexUSA on Twitter! We will be using these tools to update you all on products, demos and other up to the minute announcements.

