



# THE SPREAD

PAREX®

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El Rey  
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SUREWALL®

SUMMER 2008 • VOL 1, ISSUE 2

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## Tough Times Continue in the Construction Industry

**W**ith the exception of some parts of Texas most markets in the United States are facing a very difficult year. We are experiencing unprecedented times that have never been seen in the industry during our life time. Oil has reached an all time high; this is driving raw material and finished good prices up at record pace. On top of this, residential construction is at its lowest point since the early 90's. ParexLahabra is doing what it can to control and reduce costs but its no easy task. The future of the market and when the market may start to recover is uncertain. But one thing is clear we must all change the ways we have been doing business in order to stay on top, during these difficult times.



**Buck Buchanan**  
VP of Sales and Marketing

I recently read an article in PROSALES Magazine, which had several great points about how to deal with this difficult economy. The following are a couple of points I felt would be a help to the ParexLahabra family.

**Most Salespeople and Businesses are Going to Lose Out in This Economy** - When the size of the pie shrinks, there is less to go around. But you don't have to be a victim of the economic downturn. Use this as a time to rebuild a stable client base that gives your organization long-term security.

**Adopt the 60-40 Rule** - It's been said that 20% of your clients give you 80% of your business. Shift your paradigm and decide your business does not have to be this way. You can spread your business among small and medium-sized clients that provide solid stability for your business.

**Efficiently Manage Your Time** - Nearly every salesperson in our industry feels like they are doing more to achieve less in these troubled times. The key to success with this model is time management. Plan your days and weeks more effectively by managing relationships more proactively."

From : PROSALES Magazine Publication date: August 7, 2008

We can sit around and talk about how bad things are but the best way to beat the current trend is to sell our way out of it. We are working every day toward this goal.

## STUCCO

### Providing Convenience in a Bag

**W**e are pleased to announce the launch of LaHabra Wall Sanded One-Coat and Basic926 Sanded Scratch & Brown to our family of products. These products, previously only available as a concentrate, offer the convenience of a pre-mixed product with the reliability of quality controlled sand that meets or exceeds ASTM C144 & C897 standards.

Pre-sanded products eliminate the practice of "guesstimating" the amount of sand added to the product,

which helps to ensure a more consistent quality product overall. This also means that there is no need for sand piles on site and clogging storm drains is no longer an issue.

Used under cement stucco or acrylic finishes, both LaHabra Wall Sanded One-Coat and Basic926 Sanded Scratch & Brown are pump-able products providing additional applicator convenience. Basic926 Sanded goes beyond normal quality control measures meeting or exceeding ASTM C926 standards.



Packaged in 80 lb. bags and 3,000 lb. super sacks, these products are only available out of the Riverside, CA and San Antonio, TX plants.

## Shows and Events

### BIA - IE - Pass Luncheon

Inland Empire, CA  
Regional, September 12, 2008  
Brand: LaHabra

### CSI - Products & Services Expo

Regional - Tustin, CA  
September 9, 2008  
Brand: Parex, LaHabra, Mer-Ko

### SWR Institute Fall Technical Meeting

Regional - Baltimore, MD  
September 19 - 24, 2008  
Brand: Mer-Ko

### BIS - Building Industry Show

National - Long Beach, CA  
November 13 - 14, 2008  
Brand: LaHabra, Mer-Krete, Mer-Ko.

## Summer Advertisements

### EL REY

Su Casa - Albuquerque  
August 2008

### LAHABRA

Residential Contractor  
September 2008

Custom Builder  
October 2008

ARCAT Alert Magazine  
Fall 2008

Plastering Cont. Assoc. S. Cal  
August/September 2008

### PAREX

CSI Construction Specifier  
August-September 2008

CSI Construction Specifier  
New Product Listing  
August-September 2008

Construction Dimensions  
August-September 2008

Construction Dimensions  
Product Showcase  
August-September 2008

ARCAT - Alert Magazine  
Fall 2008

Walls and Ceilings  
August 2008

## EIFS

### Parex Sheathing Tape Now Available in New Widths

**P**arex is pleased to announce the launch of two new widths for Parex Sheathing Tape. In the past this product was offered in a 4 inch width. Based on market feedback we are expanding our offering to include two new widths of 6 inch and 9 inch.

Sheathing Tape, embedded into wet 495 KeyGuard, is an integral part of our water-resistive, and air barrier products. Either sheathing tape or peel and stick membrane must be

used with our water-resistive barrier products. Traditionally, the areas of corners and windows were handled by peel and stick membranes but the new wider widths will allow installers to enjoy better workability and lower cost. We will continue to offer peel and stick membranes but the wider tapes should be considered as another option for applicators.

Check with your Distributor or Parex Representative for more information.



## TECH TIPS

### Suitable Substrates for EIFS

**A** frequently asked question we receive is, "What substrates are suitable for your products?"

ParexLahabra is pleased to inform you that CertainTeed GlasRoc® glass mat gypsum sheathing, Georgia Pacific DensGlass Gold®

and National Gypsum e2XP™ Extended Exposure Sheathing are all suitable substrates for ParexLahabra brands of EIFS and also for direct coatings applications for soffits. The EIFS and direct applied coatings for these applications are sold under our El Rey, Parex, Surewall, and TEIFS brands.

Our products as noted above all have current specifications for the use of glass mat gypsum sheathing conforming to ASTM C1177 and so are immediately applicable to, DensGlass Gold®, GlasRoc® and e2XP™ Extended Exposure Sheathing.

## LEEDS

### The Benefit of Having a LEED Professional on Staff

**J**im Whitfield has been with ParexLahabra for twenty-two years. In 2007 Jim undertook an intensive program with one goal in mind, to become a Leadership in Energy and Environmental Design (LEED) Accredited Professional. After days of classes, intense studying and a grueling exam Jim attained his goal. We of course are very proud of Jim's achievement and

success but you may be wondering why you should care?

Because Jim has a clear understating of the LEED philosophy, processes and point credit rating system, he is a priceless asset to our company and to you.

Through your ParexLahabra Representative, Jim may be made available to assist as

the LEED AP on projects that are trying to obtain LEED credits. Having this service is a valuable advantage and asset for our customers. Jim is based out of Colorado Springs, CO and can be reached at jim.whitfield@parexlahabra.com.

To learn more about the LEED program and LEED certification visit the U.S. Green Building Council at [www.usgbc.org](http://www.usgbc.org)

### Let Us Calculate LEED Points for You

ParexLahabra Inc. offers LEED calculation assistance through the Technical Services Department. Working with the Technical Services Department will help you to review your job and determine where points are available and the value of those points. In a time where everyone

is trying to do their part to help the environment, the ParexLahabra LEED calculation assistance program will do their best to help you.

Please contact the Technical Services Department for Assistance.



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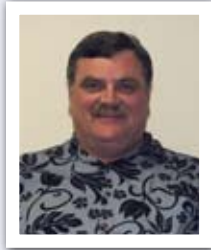
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## PEOPLE

### Technical Receives Support with the Addition of a New Team Member



**W**e are pleased to welcome Matt Wood to the ParexLahabra Technical Department as he assumes the position of Western Regional Technical Manager. Matt is based out of the Corporate Headquarters in Anaheim, CA.

Woods bring over seventeen years of knowledge and experience working with the architectural and performance coatings industries. Prior to joining ParexLahabra he was employed with Dunn Edwards Paints. He has a Bachelor of Science degree in biochemistry and a Masters of Science in Chemistry, both from California Polytechnic State University.

## PROJECT PROFILE

### Innovation Office Parkway Center - Albuquerque, NM

#### The Site

Size: 53,059 sq. ft.  
Facility Type: Commercial  
Developer: DePonte Investments  
Architect: DCSW  
Distributor: L&P Building Supply  
Applicator: Les File Drywall

#### The Challenge

Les File Drywall is an institutional name in the New Mexico building industry. A family oriented company Les File takes pride in its history of beginning in 1955 to growing into a 30 million dollar a year company with 450 employees.

While designing the Innovation Office Parkway Center the team at DCSW, (Design Collaborative South West, now Studio Southwest), charged Les File Drywall with finding a way of creating a metal panel look without the extensive cost involved. Always up for a challenge the team at Les File Drywall knew who they could turn to.

#### The Solution

With the knowledge and assistance of distributor L&P Building Supply and manufacturer Parex, Les File Drywall was able to come up with a metallic finish option to present to DCSW that met their requirements while providing the desired look they were after.



Parex products 355 Standard Mesh, 121 Adhesive & Basecoat, 310 Primer, 495 KeyGuard and 535 Sand Coarse Acrylic Finish, were used to create a complete wall-system. A specially formulated metallic coating was developed at the Parex facility in Redan, GA to create the metal panel effect. Other competitor systems were considered but Parex was chosen due to price, service, the relationship with L&P Building Supply and the Parex Sales Team. "We have great confidence in the Parex Line. Parex products perform great if not better than other manufacturers, said Transito Rael, Project Manager at Les File Drywall.

#### The Outcome

Les File Drywall was able to answer

their clients' needs providing a beautiful metallic panel-like finish. The support from Parex enabled Les File Drywall to provide a solution that was cost effective and remain on schedule although all of the EIFS work was performed in the dead of winter, which required the project to be tarped and heated during the application process.

"By using your (Parex) product we have become more competitive in the bid market, Transito said. The help we received from the Parex team gave us an opportunity to help the owners achieve the desired look."

When asked if they would use Parex products again Transito responded, "Yes, great products and great service!"

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**Plants**

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 Albuquerque, NM  
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 Redan, GA  
 Wilkes Barre, PA  
 Fort Pierce, FL

**Warehouses**

Anaheim, CA  
 North Hollywood, CA

**MISC.**

**Hands-On Proves to be Right-On at PCBC**



**P**arexLahabra was well represented at PCBC this year by LaHabra, Mer-Krete Systems, and Mer-Ko Products. Select Finishes, a new product in the LaHabra line, proved to be the crowd pleaser at the conference held in San Francisco, CA in June.

Select Finish products were applied to five interactive displays that potential customers could touch and

get a true perspective of the depth, quality and textures available with this new line.

Seeing pictures may say a 1000 words for a product but in this case touching spoke for itself. The 2008 PCBC show proved to be a great success with the highest number of leads generated from a ParexLahabra exhibition.

**ParexGroup Continues to Grow Globally**

**D**id you know that ParexGroup operates 48 manufacturing facilities in 16 countries?

ParexGroup, the parent company of ParexLahabra recently announced the acquisition of Easipoint, Ltd. A UK based technical mortars company.

Easipoint, Ltd. a UK leader in specialist mortar systems for hard

landscaping and refurbishment, posted sales of 4.9 million dollars in 2007. Their product lines range from gun-injected mortars and systems for bedding and jointing hard landscaping and repointing masonry, to specialist lime-based products for restoration and refurbishment of historic buildings.

With this acquisition, ParexGroup strengthens its position in the UK,

where it now offers a wide range of solutions on the technical mortars market. The combined expertise of Easipoint and ParexGroup will help to develop the product portfolio in this attractive and growing market



**Announcing the 2009 ParexLahabra Annual Meeting**

**W**ill you be prepared when opportunity knocks?

Spend January 14th -17th with ParexLahabra at the beautiful Paradisus Resort in Cancun, Mexico. Learn the trends, skills and tactics you can use to help ensure you are there first when opportunity knocks!

The ParexLahabra Annual Meeting is part of the Medallion Applicators program. Medallion Applicators are selected by ParexLahabra Distributors and Regional Managers based on meeting a stringent list of criteria:



- Minimum five years of stucco industry experience.
- Established proficiency using ParexLahabra products.
- Ability to bid on large-scale commercial projects.
- Recommendations by architects and contractors based on recently completed projects.
- Demonstrated commitment to quality in management and operating procedures.
- Yearly review of Medallion Applicator status by ParexLahabra.
- Participation in the Medallion Education Program.

Check with your ParexLahabra Representative for more information on the Medallion program and attendance qualifications for the 2009 Annual Meeting.

