



THE SPREAD

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Index

Message from the Vice President Pg. 1

Rio Sand Texture DPR Acrylic Finish Now Available Nationwide Pg. 2

Guide to Sealant Terms Pg. 2

New Additions at Parex USA, Inc. Pg. 3

Taube Koret Campus for Jewish Life Palo Alto, CA Pg. 4

CLA Program Pg. 4

Message From The Vice President

We are entering the last quarter of the year and not much has changed from the previous quarters. It is still a tough market and we don't expect next year to be much different from this year. This means we all must continue to manage our business well and look for new opportunities. During difficult times, some people think the best strategy is to sit around and wait until things get better. Others believe that the way to success is to sell your way out of the difficult times. In order to achieve this goal, we all have to work hard, find new customers, new markets and work on improving our service and building better relationships.

Parex USA must continue to manage the business wisely. Despite efforts to control cost, we must continue to build our growth platform. Controlling cost does not mean we stop trying to grow the business. We plan to continue to work on improving our service and adding new products.

In December we plan to have our second Innovation Expo in Las Vegas, NV. Last year we held six regional meetings where we showed off our new products and innovations. This year, instead of the regional meetings, we plan to have one national

meeting. We will feature new products and give an update of what we are planning for 2012.

Over my career I've had the opportunity to meet many people who were true salesmen or pioneers in the industry. Recently we lost two gentlemen who fit this description. In July, Bob Griesenbeck of Griesenbeck and Sons in Houston, Texas passed away from a sudden heart attack and a couple of weeks ago, Ron Huff of Westside Building Materials in Anaheim, California lost a long battle with Parkinson's Disease. Each of these guys brought a unique talent that will be missed by the Parex USA family and the industry.

Bob took over his father's company and began to diversify their product line. To him, EIFS seemed like a good choice so he began a 25 plus year run in the EIFS business. Bob took a business approach to the market that was built on service, a true sales effort, and strong business relationships. He and his company became an icon in the Texas EIFS market.

Ron was the ultimate relationship guy and the customer was his top priority. "The Huffer" as he was called by his many friends, was a friend first, and a sales guy second. Ron was known to all

who were in the plastering and drywall trade throughout southern California. He helped put Westside and Parex on the map in the EIFS industry. Both men will be missed in their own communities and I am sure today they are in a good place. I can see it now... Ron is cooking breakfast for St. Peter and Bob is talking to him about Texas A & M football. And, after breakfast, they plan to play 18 at Pearly Gates Country Club.

Guys like Ron and Bob help build this industry. We just need more guys like them to survive these tough times.

Best Regards,
Buck Buchanan



Buck Buchanan
Parex USA, Inc. Vice President of Sales

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www.parex.com

LaHabra®
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**El Rey
Stucco**
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STUCCO

Rio Sand Texture DPR Acrylic Finish Now Available Nationwide

After a successful regional launch in the ABQ market, Parex is excited to add Rio Sand texture to the DPR Acrylic Finish family. Rio Sand is a medium texture (1.25mm) that offers a full-body look similar to Sand Coarse, but achieves better coverage

(approximately 120-150 sq. ft. / pail). As with all Parex DPR Acrylic Finishes, Rio Sand is a 100 percent acrylic-based textured finish made with Dirt Pick-Up Resistance (DPR) Chemistry. Launched nationwide on Sept. 8, the finish is available in all Parex Colors and Custom Colors.



NEW

TECH TIPS

Guide to Sealant Terms

Federal Specifications

TT-S-00230C One Component Elastomeric sealing compounds
TT-S-00227E Two Component Elastomeric sealing compounds
TT-S-1543A Silicone Elastomeric sealing compounds
Type II Non-Sag

ASTM Standards

ASTM C-920 Elastomeric Joint Sealants
Type S - Single Component
Grade NS - Non-Sag
ASTM C-1382 Evaluation of Sealant Performance with EIF Systems

Ultra-Low Modulus

Sealant requires ultra-low force to elongate and compress and therefore puts very low stress on the bond.

Sealant Selection

Sealants used in conjunction with Parex USA Exterior Insulation Finish Systems should be ultra-low modulus sealant. Sealant shall be stated by its manufacturer to be capable of 100% elongation and 50% compression.

Silicone Sealant (TT-S-1543A, Type II) for expansion joints and perimeter joints (see Sealant Joint Definitions)
Dow Corning 790 & 795 Silicone Building Sealant with Dow Corning No. 1200 Primer
Dow Corning Contractors Weatherproofing Sealant (For Perimeter Joints & Wood Frame Floor Line Joints).

Pecora 890 Silicone Building Sealant with Pecora No. 150 Primer
Polyurethane Sealant (TT-S-00230C, Type II, Class A) (ASTM C920, Type S, Grade NS, Class 100/50) for perimeter joints (not recommended for locations where temperatures drop below freezing because cold temperatures may significantly increase the modulus of the sealant).

Sika, Sika Flex 15 LM & Sonneborn 150

Compatibility of the sealant with other adjacent materials, such as window and door frames, flashings, etc. must be determined with the manufacturers of those products and the sealant manufacturer.

Sealant manufacturers not on the list must provide documentation that their sealant(s) has (have) been tested in accordance with the procedures in either ASTM C-1382 and/or EIMA 300.01 so their performance, in conjunction with an EIF System, can be evaluated. Results of these tests are to be submitted to Parex USA or to the design professional to determine the suitability of the application.

Sealant Joint Definitions **Refer to Parex USA System Specifications for joint dimensioning.**

Expansion Joint: A joint that separates the system to relieve

movement stresses within the system or wall assembly as a whole. Expansion joints allow the isolated wall sections to move independent of each other. Expansion joints should be installed at the following locations: At building expansion joints; at substrate expansion joints; where system panels abut one another; where the system abuts other materials; where the substrate changes; where significant structural movement occurs i.e. changes in roof line, changes in shape and/ or structural system.

Perimeter Joint: A joint that seals the system against moisture intrusion. These joints experience minimal movement from thermal changes. Typical perimeter joints include: seals around windows, doors and appliances that penetrate the system.

Sealant Application

Consult the sealant manufacturers for proper sealant application. Parex USA materials must be completely dry when sealants are applied to them. Carefully follow all of the sealant manufacturer's recommendations for cleaning of substrates, application of sealant primers, and application of sealants. Apply sealant directly to the Parex USA Base Coat as illustrated in the published Parex USA Details. Avoid application of sealants to Parex USA finish coats except as otherwise required by the design conditions.

Holiday Closures

Thanksgiving
November 24-25, 2011

Winter Holidays
December 19, 2011 -
January 1, 2012

PEOPLE

New Additions at Parex USA, Inc.



Amber Ayala
Human Resources Generalist | Anaheim, CA

"I'm excited for this new adventure and the improvements to come in 2012. I'm excited to be a part of a national company with a global vision and to bring my skills and experience to the table."



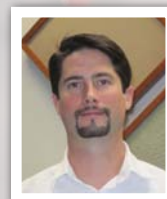
Dan Garreau
Redan Plant Manager | Redan, GA

"The thing I enjoy most about my new position is the opportunity to be involved in the improvements and increases in efficiencies at the Redan. Parex USA stands out as a company in their whole mentality on how to deal with a down economy. Parex USA is looking at this as a way to get better, re-tool and be better prepared when the market turns around. It's exciting to see what it will be like in the future. I think we'll be very well prepared."



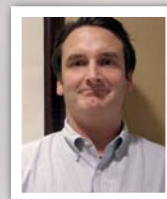
Justina Hoang
R&D Chemist | Riverside, CA

"I really enjoy it here and am hoping to learn a lot. Everyone has been very supportive and helpful and they offer to help me out if I ever need anything."



Chris Fiala
Merkrete Sales Representative

"I'm excited to be a part of such a professional company and team. The rest of the team has been great. Everybody is very enthusiastic about what they do and are good team players."



George Ricos
Corporate Counsel | Anaheim, CA

"Everyone is great, this is a very friendly group. I'm excited to learn a new business-model and the different approaches for growth. The openness and transparency in this company are good attributes."



Sergio Nino
Accounts Payable | Anaheim, CA

"I have a background in accounts payable, so I think that this position fits me well. The whole manufacturing process is going to be an exciting learning process. This is a great team and they've been very supportive."

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Plants

Riverside, CA
French Camp, CA
Albuquerque, NM
Colorado Springs, CO
San Antonio, TX
Redan, GA
Dalton, GA
Fort Pierce, FL
Wilkes Barre, PA

Warehouses

Anaheim, CA
North Hollywood, CA

PROJECT PROFILE

Taube Koret Campus for Jewish Life – Palo Alto, CA

Project Size: 300,000 sq. ft.

Distributor: Westside Building Materials

Applicator: Anning-Johnson

Products Used: Parex Elastomeric DPR Acrylic Finish – Sand Fine



A nning-Johnson is one of the country's largest specialty subcontractors. They provide on-budget, on-time services to general contractors, with particular strength in metal decking, single-ply

roofing & insulating concrete and interior & exterior wall systems.

With more than 70 years of experience, Anning-Johnson is one of the largest specialty contractors in

the country. They have the strength, depth and experience to successfully complete difficult, complex and demanding projects.

MISC.

CLA Program

Parex USA, Inc. is excited to announce our new and improved online education programs. The online education programs are available 24 hours/7 days a week. These programs were designed to make the applicator more aware of Parex USA products and systems for all of the brands.

FORMER PROGRAM	NEW/UPDATED PROGRAM
(1) One Coat Certificate (Brand Specific)	(1) Parex USA Stucco Currently Listed Applicator
(2) Parex Currently Listed Applicator (in-person at distributor location)	(2) Online Parex USA EIFS Currently Listed Applicator
(3) N/A	(3) Online educational videos for different products and application methods

Parex USA Stucco Currently Listed Applicator

Previously, the One Coat certificate was very non-interactive with the applicators; not showing the benefits of the products. Now, a new education program has been created bringing together information about all Parex USA stucco brands and techniques. The certificate will need to be renewed every 4 years to obtain a warranty for a completed project.

Parex USA EIFS Currently Listed Applicator

The EIFS currently listed applicator education program has now been redesigned to include all Parex USA

EIFS brands, instead of only select brands. The program is delivered online for the convenience of the applicator. If a live presentation and demonstration is desired, they can be scheduled through the Parex USA distributor. Upon passing the online test, the applicator company will be listed for 4 years. As with the stucco certificate, the EIFS certificate will need to be renewed every 4 years to obtain a warranty for a completed project. If the applicator has an AWCI EIFS "Doing it Right" certificate, Parex USA will match the expiration date and not require the Parex USA online education program to obtain an EIFS certificate or obtain warranty for a completed project.

Online Education Videos

Parex USA is proud to announce new educational videos on products and application techniques. The educational videos are uploaded to the Parex USA branded websites under "Video."

Spanish versions of the Currently Listed Applicator series will be launched in 2012. The goal of the Technical Department is to provide continuing education on Parex USA products and applications. If you have any questions and/or suggestions, please call Technical Support at 1-800-226-2424.

