





THE

TIP

LINE

To Protect & Serve: Painting Your Exterior & Making it Last

Often when considering whether to repaint one’s home, a person only considers what aesthetic change a new color or texture will make. While such a change often makes a remarkable difference in appearance, it’s not always enough to spark the homeowner to act – either hiring a professional painting contractor to execute their project or undertaking the work themselves. It is therefore important to remember that paint has another more important role, sometimes ignored or forgotten: to Protect and Serve.

It sounds a little dramatic, but think of paint by another other name – coating, and it makes more sense. Paint is applied to most surfaces for one simple but important reason, as a protective layer. Whether meant to deter against fingerprints or dust, food, grease or grime, paint or stain applied to furniture, cabinets, walls and other interior objects and surfaces is working hard to keep things from becoming stained or discolored or to prevent premature deterioration. And yes, it can also create amazing transformations – making small spaces feel open and light or large, undefined areas feel warm and inviting.

Take it outside though, and that’s where the work really begins. Paint on the outside of your home serves a similar purpose but against a more dangerous enemy: it provides protection against each of the natural elements. Does your house need this? Only if it is exposed in any way to moisture, wind, heat, cold, or ultraviolet light! Paint also discourages the growth of harmful mold, mildew and fungus, which not only make your house look terrible and add to the degradation process but can also cause allergies and illness.

If you have a stone or brick home, you do have fewer painting concerns, but you still need to keep vigilant with mold removal and mildew removal. Also, you should inspect your home’s exterior at least once a year – preferably in the spring, to look for surface cracks, chips in stucco, and loose bricks. Due to the freeze/thaw cycle that allows moisture to enter or develop in the masonry structure, then freeze and expand, thaw, melt and seep, then refreeze when the temperatures drop again, the brick or stone can crack, and the facing can fall off. This type of damage, known as spalling, needs to be repaired as soon as possible before the problem worsens. Masonry sealants are products available as a preventive measure. They repel moisture and help to avoid this issue from occurring. Even if you don’t wish to or aren’t able to treat your home’s entire exterior with a sealant, you could possibly do the most susceptible areas, which are steps, walkways, chimneys and mailbox surrounds.

Once you decide to move forward with exterior painting, the next step is planning to do the work yourself or hiring a professional painting contractor, someone reputable in your area for quality work. They should be licensed and insured, and able to provide at least three excellent references for you to speak with regarding their experience with the company.



Whomever is doing the work should start by cleaning the exterior surface, a process usually done with a power washer. This removes contaminants like mold & mildew and ensures a better bond and a smoother painted finish.

Using the highest quality paint you can afford is vital to the look and longevity of your project. A reputable retailer such as Benjamin Moore or Sherwin Williams can advise you or your contractor on the best paint for your project, but generally choosing a product from one of their higher quality lines will yield the best results.

It is imperative to handle rotten wood replacement, even though the rotted wood is sometimes not discovered until after the power washing or scraping has begun. You do not want to let good wood go bad or let bad wood get worse. “An ounce of prevention is worth a pound of cure” after all, according to Benjamin Franklin.

Bare wood should either be spot-primed or fully primed depending on the ratio of bare to non-bare. Even completely coated, non-bare wood often needs a coat of primer, especially if there has been any sanding, caulking, or spackling, or if there is a big difference between the original and new paint colors. The finish coating should be from one to three full coats, depending on the surface being painted, the previous color, whether a tinted primer was used, and the chosen finish color. Proper application to each specific surface area is important for proper adherence. As with the cleaning, prepping, and quality of the paint, using the correct painting technique plays a role in how the finished project turns out and how long the finish lasts.

Once your project is complete and you are admiring a job well done, keep in mind that routine maintenance is still needed. Doing something the right way and using high quality products absolutely provides the best results. But as with anything, it will continue to look better and last longer the better care you take with it. Cleaning the surface once a year, filling any cracks you might notice right away, and doing touch-ups as soon as possible will keep the occasional small flaw from getting out of hand. Exterior house painting is an investment of time and money, but the returns can be excellent in terms of beauty and surface protection. You might also consider an annual, bi-annual or quarterly maintenance contract with your professional painter, if you used one. Just as facilities and housing communities have a team of workers to upkeep their buildings as a cost-effective way of maintaining them, you can often make a similar arrangement with other professionals who help maintain the aesthetic, mechanical and structural functions of your home or smaller business. Food for thought.



Key Lime Pie Squares

In a Mason Jar!!!

Crust:

2 C finely crushed ginger snaps

3 TBS butter softened in microwave

Preheat oven to 350 degrees and grease bottoms of mason jars.

Mix softened butter with the crushed gingersnaps (Can be crushed in a food processor or in a large zip bag w/a rolling pin.

Mix them by hand, then press into the bottoms of the mason jars using the back of an ice cream scoop. Bake the crust for 8-10 minutes in the oven.

Filling:

4 oz. cream cheese softened

4 large egg yolks

14-oz can of sweetened condensed milk (not fat free)

1/2 cup key lime juice

2 tsp. lime zest (about one lime)

While the crust bakes, make the filling:

Begin with cream cheese & Add in egg yolks one at a time & mix.

Add condensed milk, lime juice, and lime zest and combine.



Optional: add a bit of green food coloring to achieve that authentic Key Lime appearance.

Pour on top of ginger snap crust and bake at 350 for 15-18 mins.

Refrigerate for a few hours before serving.

Café recipe found on this great blog:

<http://www.itallstartedwithpaint.com/key-lime-squares-in-a-mason-jar/>



HONEY PINEAPPLE

INGREDIENTS: 3 TBS HONEY

1 C ITALIAN DRESSING

2 TBS PINEAPPLE JUICE

1-2 lbs. BONELESS CHICKEN BREAST TENDERS

INSTRUCTIONS:

1. MIX INGREDIENTS & LET CHICKEN SIT IN MARINADE, REFERABLY OVERNIGHT.

2. REMOVE CHICKEN FROM MARINADE & COOK ON HOT GRILL UNTIL DONE, APPROXIMATELY 10 MINS.

3. YOU CAN ALSO BAKE AT 400 DEGREES FOR ABOUT 15 MINS OR PAN SEAR FOR ABOUT 3 MINS ON EACH SIDE.

Café recipe found on this great blog: <https://www.plainchicken.com/2018/06/honey-pineapple-grilled-chicken.html>

LATE SUMMER SPECIAL OFFER: COMPLIMENTARY Interior or Exterior Window Cleaning with any Interior Painting or Exterior Painting Project. Completion Not to Extend Past 12/31/18, Unless Prior Agreement is Made.

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THANK YOU FOR THE REFERRALS!


Much of the work at TP&C comes from satisfied customers telling friends and family about us. Our recently reinstated customer referral program works like this: When you refer someone to us and it turns into a job, at the end of that job we will thank you with a \$100 gift card for your favorite restaurant/retail establishment, donation to your favorite charity, or discount on future work! Your choice!~

~This month we are thanking Eduardo & Leonor Gallo. We first met the Gallo’s several years ago after working for their daughter, Vanessa DeHart and her husband Chad. We painted for the DeHart’s first and then Vanessa kindly referred us to her parents. We have done several jobs for Mr. & Mrs. Gallo now, and Leonor is always so welcoming and enthusiastic about each new project! When she calls I am always interested to know what we will be doing next.

As far as referrals go, Mrs. Gallo is a champ. In fact, we have met and now worked with countless clients at the Preserve at Applebrook in West Chester, thanks to her generous recommendations and a continual customer referral cycle thereafter. We are very grateful to her and all our Applebrook friends for their continued patronage – it had actually been our intention to thank each of you here by name, but the list is incredibly long and there wasn’t enough space. Rather than exclude anyone we will just say thank you so much, each and every one of you, you know who you are ; ). While your paint jobs are meant to last several years, we hope that you will have us back to help with future projects, and that you will be part of the Taylor Painting & Carpentry family for many years to come! You are very much appreciated!!



Hello & Welcome to Our Newest Customers!



We would like to extend a warm welcome to our newest customers: Christine Foster, Bob & Phyllis Bellopede, Carole Mackrell, Mark & Suzanne Umile, and John Hunter representing Eagleville Hospital.

Thank you for putting your trust in our company and giving us the opportunity to prove our worth to you as we help you make improvements to your homes & businesses. Our goal is to make you “repeat for life” customers, so please let us know how we’re doing!!