

Perma-Chink Systems News

Winter Issue

The Log Home Care and Maintenance Authority

Best Wishes for a Happy Holiday Season!



May the joy, happiness, goodwill and peace of this holiday season stay with you every day of the coming year.

Thank you for choosing our company, for your trust and for the business you have given to us.

During this holiday season, our wishes remain - to provide the best quality products and services for you in the coming year.

As a reminder, all Perma-Chink Systems stores will be closed December 24 through January 1.

In today's issue:

Thank You	1-2
Enjoying Your Dream Home.....	3
Get the Most from a Log Home Show	4-5
Cabela's.....	5
Linseed Oil	6
Using Perma-Chink and Energy Seal.....	6
Distinctive Design	7
Announcements	8

www.permachink.com

Thank You for Another Successful Year Together!

By Terry Hofrichter



Beautiful Houses Press

Just adding a few comments to a newsletter is not nearly enough to sincerely express our gratitude to all our valued customers. It is your business with us that makes it possible to keep the lights on, invest in the research and development for new products, answer the phone, provide for the families of all Perma-Chink Systems employees and still have enough left over to pay the rent. It is your confidence in us and your patronage that keeps us successful.

Despite the general decline of new home construction from its recent phenomenal highs, it's been another year of sales growth for Perma-Chink Systems products – thanks to you!

Our most popular product continues to be our premium exterior stain system. *Lifeline Ultra-2* exterior stain with *Lifeline Advance* topcoat has taken the market by storm. Thousands of homeowners are now enjoying that classic Lifeline look on their homes and appreciate that our products are longer lasting and more earth friendly than ever before.

(Continued on page 2)

Issue #4

1

Winter, 07-08

Thank You for Another Successful Year!

(Continued from page 1)

Our 5-year warranty program covering this finish system has been accepted with open arms by customers everywhere. Other finishes claim to have a 5-year warranty, but the "fine print" insists that you apply another clear coat every year to keep that "warranty" valid. With *Lifeline Ultra-2* and *Advance*, you can get the 5-year protection with a single initial application of the finish system. We made the choice easy.

We are proud to announce the expansion of our Knoxville branch into a new Sales Office to better serve your needs. If you have been to our Knoxville location very recently, you probably saw a lot of moving going on. We've outgrown our sales office and have moved our sales department into a newer building in the same business park. It will be nice to have a little more elbow room so that we're not bumping into each other, and more importantly, to provide a more comfortable area to serve our walk-in customers. Best of all, we now have a great space upstairs in which we'll launch a State-of-the-Art customer education center.



New Sales Office and Staff from Knoxville, TN

The new building is immediately to the right side as you enter the industrial park on Prosser Road. Eastern region customers - we look forward to seeing you there soon. Stop by and say hi to Tony and his team in their new digs.

As we continue to improve the ease of application and the durability of our products, we have also done a lot of updating of our preparation and application procedures. This includes our formulation of newer surface cleaners that have higher compatibility with our finishes. Our research and testing has proven that pH matters a lot when it comes to getting the highest durability from transparent finishes. This has led to the development and use of *Log Wash* for preparing bare wood before staining and for annual cleaning of your walls to keep the house looking great and the stain at its peak of protection.

We at *Perma-Chink Systems* are committed to making the beautification and maintenance of your home as easy and cost effective as possible. Our success at achieving this goal is measured by your acceptance of and demand for our service and our complete *Family of Products*.

We sincerely thank you for your business and we look forward to serving your needs in the future.

From Our Customers:

"Dear Perma-Chink,

I just recently had my *Hearthstone Log Home* cleaned and re-stained by a company called "Total Deck Care". Your company gave me the name of Stewart Thibodeau and you gave me his phone number too. I want to thank you very much. Mr. Thibodeau made my eleven year old home look like brand new! He is very professional in his business. I want to recommend him and his company for all your needs in helping our log homes last a good long time.

He used your products on my home and I liked your products. *Energy Seal* for sealing around my windows and doors. *Perma-Chink Sandstone chinking* was used to renew the look on my chinking. We also used your *Lifeline Smoke* stain. I thank you for your good products."

Elizabeth Shanahan from King, North Carolina

Enjoying Your Dream Home

■ Winter Projects

By Angela Vogel

Every winter we publish articles about preparing your home for the season and the projects that you can work on during the cold months. Then summer rolls around, and, of course, we become blue in the face with all the things that must be done to maintain your home. It might make you wonder when you will ever get to take the time to enjoy your dream home! Close your eyes, take a few deep, slow breaths, and get your imagination hat on.

It's a sunny summer day. You're driving down a scenic mountain road and you come upon a beautiful log home. This home has bright, even, natural colored wood grain. There are no signs of mold or discoloration. Even though it just rained earlier that morning (the reason for the brilliance of the trees and that smell of fresh grass in the air), you would never know it by looking at this house. It is a hot day, but the air conditioner hardly runs because the house is so well sealed as to make it more efficient. The family that lives here is smiling and relaxed as they enjoy their afternoon barbecue. This is what we all imagine when we dream of our log home, right? What can you do to realize your dream, even in this time of year?

When you hear us at Perma-Chink Systems talk endlessly about preparation, preparation, preparation; we aren't just talking about the wood surface that you will be finishing. We are also talking about preparing yourself for the project that you will be undertaking.

Winter is a perfect time to plan the finishing or refinishing of your home. You can start doing some things now so that you will be ready to go as soon as better weather returns. These include budgeting, choosing colors, researching the different products available and trying samples. You can even order your products now that you will use in spring (just don't let them freeze!).

If you take the time to plan each step, you will be less likely to procrastinate. You will also be able to take your time to do it right and have better results. Even if you feel that your home needs immediate attention, the problems are probably the result of years of neglect. Rushing through the process will



only create more work for you in the future whereas taking the time to properly plan will allow you to finally sit back and enjoy your house with minimal maintenance.

Of course, making use of every season will get you to your dream faster. In addition to planning your spring projects, it wouldn't be our winter issue without a plug for our interior finishes. Winter is the perfect time for applying *Lifeline Interior* and *Sure Shine*. You can also apply *Perma-Chink* or *Energy Seal* on the inside of your home if you have already done the exterior. By investing the time and research now, you will be rewarded with the return of a beautiful home and easier maintenance for many years to come.

ATTENTION

NOW Perma-Chink Systems Products are Freeze/Thaw Stable!

Just protect these 5 products from freezing

Chink Paint

M-Balm

Oxon

E-Wood

Log End Seal

Getting the Most from a Log Home Show

■ What You Need to Know

By Vince Palmere

Starting in the fall and continuing through the spring of each year there are many log home shows held throughout the country. The question is, are they worth attending? If you are in the market for a new log home or are planning to add on to your existing home the answer is definitely yes. There will probably be several log home companies displaying different types of homes and log styles.

It used to be that most log homes were supplied by local manufacturers, but today log home manufacturers are scattered across the country and it's not all that important to select one that happens to be close by. Some of the best companies are located in remote areas, close to the source of their logs. There is nothing wrong working with a company located in Montana for example, when your home will be located in North Carolina. Most companies routinely ship their homes all over the country and it's no big deal. It's more important to get the style of home that most appeals to you regardless of where the manufacturer is located.

But what if you already live in a log home, is a show still worth attending?

In addition to log home manufacturers, there will be a number of companies like Perma-Chink Systems who supply stains, sealants and other log home maintenance products. If you have tried using materials from the lumber yards or do-it-yourself outlets you probably found that these general purpose products give disappointing results when used on a log home. Log homes offer a set of dynamics that general purpose products just can't handle. At a show you will find products specifically designed for use on log homes that will outperform mass marketed products hands down. This is especially true if you stop by the Perma-Chink Systems booth.

So how to find a log home show that's going to be close to you?

We list most of the shows on our web site www.permachink.com. Log home magazines also have a list of show dates and locations. You can also search the internet for 'log home shows.' You may have to visit a few web sites since there are a number of

organizations who sponsor log home shows but you'll probably find something during the year within driving distance.

Let's assume you find a show scheduled in your area. Plan on spending at least a day at the show as there will be a lot to see.

What's the best day and time to go?

Most shows are held Friday, Saturday and Sunday so it really depends on your schedule. Fridays are typically the slowest day since most people are at work. But if you can make it on Friday you will find the exhibitors have the time to talk to you about their products and answer your questions. Saturdays are usually the busiest day and you may have a bit of a wait to get into some of the more popular booths.

Sundays can go either way. Many Sunday attendees are people dreaming of owning a log home but have not yet made a commitment. They typically wander around but are not far enough into the process to know which questions to ask. So Sundays are a good time to attend a show too, but go early. The shows usually end around 4:00 PM on Sundays.



Before you leave home make a list of those items you are looking for or products you are interested in. As soon as you get to the show, look at the program and find the location of the booths you want to visit. Remember the reasons you came to the show in the first place and get those out of the way and

(Continued on page 5)

(Continued from page 4)

then wander around. It's all too easy to get sidetracked looking at plumbing fixtures, furniture or cooking demonstrations and before you know it it's time to leave.



Also check to see if there are any seminars scheduled that you may be interested in attending. For example, during many of the shows we conduct a popular half-hour seminar about log home finishing and maintenance.

While at the show don't be afraid to ask the exhibitors questions. That's why they are there. And be sure to pick up any catalogs and literature that look interesting. When you get home, take a few minutes to sort through everything. Separate out those items that you consider important from those that you may have just picked up during your wandering.

Shows offer an excellent opportunity to find out what's new in the world of log homes. You will always find something that can enhance your log home living experience.

Just be sure to stop by the Perma-Chink Systems booth if for no other reason than to say hello.

Grand Opening

Destination superstore could become one of state's top tourist attraction

Cabela's®, known as the World's Foremost Outfitter® of hunting, fishing and outdoor gear, opened its newest destination retail store in Lacey, Washington on November 16th 2007.

The 185,000 sq.ft., large-format destination store, Cabela's first in the State of Washington, is located near junction of I-5 and Marvin Road, just south of Seattle/Tacoma.

Cabela's Lacey project is pending LEED certification. Projects certified as Leadership in Energy and Environmental Design by the US Green Building Council recognize construction that achieves rigorous goals for sustainable design and environmentally sensitive procedures throughout the building process.

We at Perma-Chink Systems, Inc. are very proud that our product *Perma-Chink* chinking was used to seal log walls on Cabela's store in Lacey. **Log Haven Builders** from Sandpoint, ID applied the chinking.

Please visit our website for more information about Cabela's store in Lacey, WA.



Issue #4

5

Winter, 07-08

■ **Linseed Oil** *By Vince Palmere*

We occasionally get calls about the exterior of a home that has turned black. Almost without fail it's the result of using an oil-based stain that contained linseed oil. Linseed oil is a yellowish oil derived from the dried seeds of flax plants, which is the reason it is also called flax seed oil. Linseed oil is used as a carrier in many brands of oil-based paints and stains. Since linseed oil is organic, many varieties of mold fungi thrive on it and over time can proliferate to point where the coated surface can turn dark brown to black. One way to tell if the darkening is due to mold rather than UV damage is that even those areas protected from direct sunlight like under eaves and overhangs will be the same dark color as the rest of the wall.

When this occurs, washing with *Log Wash* alone may not be enough to remove all of the discoloration due to mold growth. We recommend to first use *Wood ReNew* along

with some scrubbing in order to remove the visible mold. Once the surface is cleaned with *Wood ReNew*, use *Log Wash* to help remove any residual linseed oil that may still present.

We don't recommend blasting alone as a method of removing a heavy growth of mold.

Linseed oil penetrates into the wood and although blasting may remove most of the surface discoloration, there may be enough residual linseed oil remaining in the wood to support mold growth under the finish. If the home has been blasted, it will be necessary to give the home a good washing with a two cups per gallon of *Log Wash* solution before applying *Prelude*.

The best way to prevent this problem is to avoid the use of any product that contains linseed oil. None of Perma-Chink Systems finishes contain linseed or other types of organic oils.



Using Perma-Chink and Energy Seal in Cold Weather

As stated in our literature, both *Perma-Chink* and *Energy Seal* are freeze and thaw stable. That means that even if they become frozen, they can still be used once they have thawed but they will require a good mixing to assure a uniform consistency. However, this does not mean that either *Perma-Chink* or *Energy Seal* should be applied while they are extremely cold. Most pastes, gels and semi-liquid compounds tend to stiffen up as they become cold. The colder they get, the stiffer they get. This is true for both *Perma-Chink* and *Energy Seal* too. If they are cold (below 50°F) they can become difficult to run through any type of chink machine, caulking gun or other tool.

So if you plan to apply any of our sealants in cold weather, we recommend that you store the sealant in a heated room for at least 24 hours before using it. That way it will be at room temperature and will be at the consistency that's best and easiest for application.

Company Stores

Washington/Western Division

Redmond, WA 98052
(425) 885-6050
1-800-548-1231

Tennessee/Eastern Division

Knoxville, TN 37914
(865) 524-7343
1-800-548-3554

Sevierville, TN Branch

Sevierville, TN 37862
(865) 774-3307

Minnesota Branch

Rice, MN 56367
(320) 393-3088
1-877-244-6548

Colorado Branch

Rifle, CO 81650
(970) 625-1966
1-800-433-8781

Montana Branch

Stevensville, MT 59870
(406) 642-3544
1-800-479-7090

www.permachink.com

Stocking Distributors

**Canadian Log Home Supply,
Central & Eastern Canada**
1-800-746-7773

www.canadianloghomesupply.com

**Hess Log Home Supplies,
Pennsylvania**
1-800-257-4864

www.hessloghomesupplies.com

**Log Home Center,
Indiana**
1-800-773-6223

www.loghomecenter.com

**Steels Industrial Products,
Ltd.,
Western Canada**

1-877-846-7502
www.steels.com

**Timeless Wood Care Products,
Michigan**

1-800-564-2987

www.timelesswoodcare.com

Distinctive Design

■ *Europlast - Venetian Style Plaster*

By Dan Johnson

Looking for just the right compliment to enhance your log or timber frame home? Consider the ageless appeal of **Venetian** style plaster. For centuries architects, interior designers, builders and owners alike have marveled at the splendor of this highly popular form of wall surfacing. Throughout the ages the artisans who were skilled at creating such beauty have been revered and sought after.

With today's advancements in formulation and polymer chemistry, you can now have this distinctive European elegance and appeal at a fraction of the cost in as little as two days.

Europlast and Euroseal by Stuc-O-Flex International

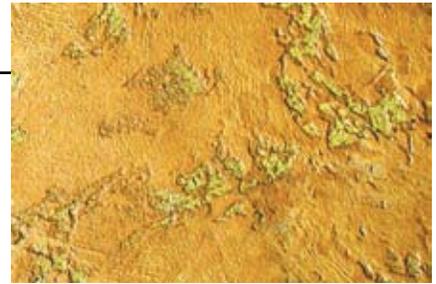
Consider this revolutionary approach to dramatic design. **Europlast** is a pre-colored, acrylic polymer based interior and exterior coating system that transforms vertical walls into a classic example of *old world Venetian style* plaster. This versatile decorative coating exhibits a rich aesthetic appearance with unlimited color and texture choices.

You can achieve a wide range of effects from rustic plaster to smooth polished limestone. **Europlast** is a decorative finish which provides color, texture and a weathering surface in a trowel applied coating. It is applied over interior and exterior wall surfaces including stucco, concrete, brick, block, plaster, cement-board sheathings, even primed drywall for interior applications.

Euroseal is a pure acrylic sealer that is applied over the **Europlast** finish. **Euroseal** has a unique ability to transform newly constructed walls into a classic example of centuries old plaster. This semi-transparent sealer is formulated to give an uneven antiqued or "mottled" appearance. **Euroseal** provides an extremely weather-resistant surface that prevents dirt pick-up and staining, while it controls efflorescence.

Euroseal is available in clear and an unlimited selection of semi-transparent colors. The material can provide a high level of gloss or egg shell appearance depending on your design requirements. **Euroseal** colors are available in pre-tinted containers, ready to apply. The product is intended to create an old world or weathered look while adding a striking characteristic to completed walls.

This unique product might be that one element to compliment and enhance the beauty of your dream home.



Contact **Stuc-O-Flex International, Inc.** @ 1-800-305-1045 or e-mail: techservice@stucoflex.com

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Winter, 07-08

8

Issue #4

The Log Home Care and Maintenance Authority

Don't Miss Out FREE

Application Workshops/Seminars Winter 2008



January 19	Stevensville, MT
February 23	Buena Vista, CO
February 23	Rice, MN
March 8	Show Low, AZ
March 8	Rice, MN

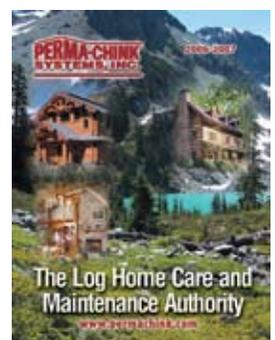
Please check our website for more dates as we update them regularly.

If you would like a referral to an experienced contractor to perform an inspection or to help you with your log home project, contact your nearest Perma-Chink Systems, Inc. location.

Free samples of many of our products are available upon request. Call your nearest Perma-Chink Systems store.

WE SPECIALIZE IN ENVIRONMENTALLY FRIENDLY PRODUCTS!

Perma-Chink Systems Free Product Catalog



order on line at:

www.permachink.com

Come See Us at these Log Home Shows

Winter 2008

January 11-13	Minneapolis, MN
January 18-20	Atlanta, GA
January 25-27	Nashville, TN
February 1-3	Sacramento, CA
February 15-17	Charlotte, NC
February 22-24	Raleigh, NC
March 7-9	Orlando, FL
March 14-16	Indianapolis, IN

Visit our website for more updated information