

XIM PRODUCTS, INC.

THE PRIMER NEWS

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XIM Sales Success Story

By Jim Parise

As Peel Bond continues to grow, so are our truck load shipments! Most recently, Jamie Holtz of F & H Associates Marketing has sold a 2,100 gallon Peel Bond job for the Willow Glen Apartments in Amarillo, TX. This apartment complex consists of 36 individual buildings comprising 380 apartments. Congrats to Jamie!!!!!! In addition, Chris Hicks and Jamie will be receiving a 1,500 gallon UMA order that will be used on a Kynar building in the area also! These are the property management jobs that we are talking about! All the rain down in Texas has not cooled off F & H. Way to go!

Editor's note:

I hate to brag, but XIM'S Peel Bond has made its mark in the paint primer industry!

Our customer service department continues to receive calls from customers who want to locate distributors of Peel Bond in their area!

*Great job to all of XIM's managers and reps!
Keep up the good work!*

XIM Product of the Month

By Jo Ann Emerson

XIMS' Bleed Control 100 is the 'BEST' *fast acting* Stain Sealing Additive to help against bleeding or staining with Water based paints!

It helps to seal in 'Color Bleed' for interior and exterior paints. Works in High humidity (up to 90% RH). It can be used in applications on Red Wood, Red Cedar, Douglas Fir, Bleeding Plywood and hardwoods. Just think-you only need 4 oz. for a gallon.

Bleed Control is not a guarantee against bleeding or extractive staining-make sure you *test your wood* for results *that are acceptable before you start the job!*



Good things do come in small packages!

XIM continues to grow and meet the needs of those jobs;
"When Ordinary Primers Are Not Enough!"

The Secret Agent for Priming Perfection!



XIM Mission Statement:

To be the leading manufacturer and marketer of Unique-Specialty paint bonders, primers, sealers and coating additives.

Inside This Issue

XIM Sales Success Story	1
Rep Spotlight	2
XIM Product Spotlight	1
Supplier Spotlight	1
XIM Employee Spotlight	2
Message from the President	2
XIM	2
Industry News	2

Supplier Spotlight

By Marlene Podrbick

Our featured supplier is FBC Chemical. Paul Moffat has been honoring XIM Products with his presence for over 30 years, along with his experienced purchasing associates Judy, Ada, Eleana, Jennie Lee, Michelle, and Mary who are located in Mars, PA. FBC Chemical has been able to accommodate XIM's supply and demand with the utmost knowledge, experience, and efficiency. Thanks for your support.

Employee Spot-light

By Jo Ann Emerson

There are ordinary people, then there's George Blackburn. George is the Shipping Supervisor at XIM, and has been with XIM for 8 years now. He has 28 years of shipping and receiving experience!

His life revolves around his family-and a sense of pride comes over his face as he speaks about each of them. I get the feeling George feels like a kid himself when he's with his son at some school events! Ah, the good old days!



With Renee attending Case University, and his son Matthew attending Lakewood High School, the need for parental involvement continues to be very important and fun for George and his wife.

Matthew's involvement in sports and the Boys Scouts (as he nears his Eagle pin), and Renee's interest in chemistry and violin performance is a great testimony to George and Lisa's involvement.

George and Lisa's idea of relaxation is to go to their trailer on a weekend or to a casino to play some 'slots'.



George is a person that takes personal interest in everything he does and looks forward to each day with his family.

REP SPOTLIGHT

By Victor Pugarelli

Chuck Dougherty, Chuck Jr. and Malcolm Fearey are the **Dougherty Sales Group** representing XIM's products in Delaware, Maryland, DC, Virginia, NJ, Eastern Pa. and parts of New York.

Recently, Chuck Sr. while doing a demo at a local Pro Show showed a customer XIM's **Peel Bond** as an answer to *peeling window frames*. Chuck's demonstration won the **customers confidence in XIMS' Peel Bond and the purchase of the product!** They are currently working on some great leads with demonstrations of **Peel Bond** and its ability to fill and cover!

XIM gives Manufacturer's reps an opportunity to show XIM's unique products to the stores and contractors as well as sometime also guiding the customer into other complementary lines they represent.

Keep up the great work guys!

President's Message

By Dick Hardy

Autumn is in the air and there is still many days of exterior painting season left. Autumn is a great time for exterior painting. We expect our exterior products, including Peel Bond, to continue to sell well as more and more professional painters learn about the advantages of XIM. Our new Ad theme asks the question, "**What's under your topcoat?**" and is tied into the visual theme of the "Secret Agent for Priming Perfection". This ad campaign has been running during the 2007 paint season and we have received good feedback.

We look toward the winter months as a time for training and communicating our sales programs to our customers. We have several extension products coming out in 2008. One will be in full commercial mode and one will be in a commercial development mode. More on the results of the products in a later news letter.

Industry News

By Dick Hardy

Two Independent paint store buying groups plan to merge. Allpro and Midsouth will join forces in 2007. AllPro has 164 member Dealers and Midsouth has 140 member dealers. The groups were unable to find common ground in the past, but a change in the business climate has made for positive talks. The combined group will operate under the AllPro structure and each Midsouth member must apply for membership to AllPro, under AllPro standards. As of May, about 40 Midsouth members have applied to be part of the larger AllPro Buying Group.

This merger should make it easier for XIM to market to the individual paint store Group members.

XIM

by Jo Ann Emerson

We are often asked the question X I M? What does that stand for? We say M-I-X backwards! However, the real answer is the original developer of XIM, Harry Forsberg associated with the Japan Co.. They were doing an experiment during the depression to control rust on iron and steel, when he discovered it worked on aluminum! They were at a loss as what to call it when his staff one day decided to call the test records "XIM" standing for X-1,000. XIM was born, and the rest is history!

