

# XIM PRODUCTS, INC.

## THE PRIMER NEWS

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## XIM Sales Success Story

By Dick Hardy

Rodda Paint Company, headquartered in Portland, OR is a growing distributor for XIM's Products in the North West. We have an aggressive promotional and advertising program planned for 2008 with Rodda, The focus will be on presenting the XIM products in their stores and reaching out to their contractor customers with mailers and promotions. In the past, Rodda had sold some XIM products through their stores but in 2007 their sales increased strongly. We expect their 2008 sales to strongly increase again with XIM. Tony Viscov, from Summit Marketing, our Independent Sales Rep group in the North West has worked closely with the Rodda's corporate and store personnel to understand and sell increasingly more XIM products. Well done Tony.

XIM Products, Inc.

Striving to meet the needs for a safe  
Environment.

## XIM Product of the Month

By Jo Ann Emerson



CHECK OUT XIM'S 'NEW VIDEO' ON TRIM MAGIC AND PEEL BOND AT  
[WWW.XIMBONDER.COM](http://WWW.XIMBONDER.COM)

XIM'S New Trim Magic in 2008! Another New product from XIM!  
A High Build, Water Based, Bonding Primer

This product has the same chemistry and adhesion as our great  
PEEL BOND Product but with more solids for more filling.

Available in quarts or gallons!

For priming window and door frames, Trim and much more!  
You can apply with brush or pad only.  
Dries to a hazy clear or can be tinted!

TRIM MAGIC. . .A BETTER WAY TO PAINT!

### XIM Mission Statement:

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

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## Supplier Spotlight

By Marlene Podrbik

This month Supplier's Spotlight shines on Ranbar Electrical Materials Inc. Ranbar is located in Manor, PA. Rob McCourt is Ranbar's National Sales Manager. Rob has been working with XIM over the last several years in helping supply XIM with resin to insure our high quality for Xim's bonders, sealers and primers. Thanks to Rob and all the Ranbar Associates.



## Employee Spot-light

By Jo Ann Emerson

Bobby Lazar, better known as Zar is XIM's Plant Foreman. Zar, started out in 1982 part-time and has now been here 24 years full-time. He said many of the ideas back then are still being used (which prove how good they are!)

As the Plant Foreman, he oversees the plant operations, manufacturing production as well as shipping and ongoing projects.



Bobby use to play the guitar, now he paints them! In his spare time he does air brushing or custom graphics. He works on murals, T-Shirts, helmets and even race cars!

A few years ago, his artwork of the Beatles air brushed on his garage doors appeared in our local Cleveland Plain Dealer and a 'star' was born.

He's a Cleveland Brown's fan as well Cleveland Indians!

"I'm pretty basic, dull" he said. I think not!

## Contractor Training

By Jo Ann Emerson

For the past few years, we have been giving the opportunity to Painting Contractors to be **'Technically Trained/Certified'** on our newest product **"Peel Bond"**.

Here are some of the Painting Contractors that have taken advantage of this:

Mark Brill of Statewide Painting in Denville, NJ  
 Mario Gurtin with Painting in Partnership in Palatine, IL  
 Brent Ward with All Service Painting in Portland, OR  
 William P Ritley with WP Ritley Contracting in Lakewood, OH.

Looking forward to adding you to our list!

## PRESIDENT'S MESSAGE

By Dick Hardy

A major effort over the past several years has been to reach out to the painting contractor and to train them in the use and application of the XIM Products. This will continue to be a strong effort in 2008. We can even certify the painters in the application of select XIM products, such as Tile DOC and Peel Bond. The XIM Sales Managers and Lab employees and some of our Manufacturers Reps can do these trainings. They usually plan the training session through a local store manager who distributes the XIM products. In many cases the store personnel are trained at the same time.

Along with the Product Training XIM is offering the Contractor Skill Based contest for Peel Bond as we did in 2007. Contractors who purchase a minimum of 250 gallons of Peel Bond in 2008 and complete the contest application criteria may be chosen to win a cruise for two to the Eastern Caribbean. If contractors have been trained and have used Peel Bond in several of their jobs, they may qualify for the XIM Contractor A-Team. A-Team Members receive premiums and special offers.



## Industry News

So, we are into 2008, and the question is, "where are we headed?" John Taft of the **Paint Dealer** has pulled some info together in an attempt to answer this question for the paint and sundries industry. He interviewed a number of people in the paint industry.

Basically the outlook is like this:

1. The housing slump will continue well into 2008 and maybe 2009, but the lowering of interest rates will have an effect to start the turn around.
2. Repainting will continue to hold its own - many companies who focused on new construction have already changed their focus to the repaint markets.
3. The specialty products will continue to fair well in 2008 and 2009.
4. Companies are continuing to introduce products that are "Low VOC" and "GREEN".
5. Raw material costs increases will again be a problem for paint manufacturers in 2008, especially energy dependant raw materials.
6. Consumers will be looking for Quality and value in their purchases of paint and paint products.

At XIM, we feel that we are positioned well to not only ride out these market conditions but to fair very well.

# WE SURVIVED AS THE WINNERS OF XIM'S 2007 CONTRACTOR SKILL BASED CONTEST ON THE 2008 CRUISE!



Brian Meinard and his wife Ellen  
Enjoying themselves being pampered  
in Carnival's Pride dining room



Back row, Left to right: Mary, Jim, Carol, Ed, Juan, Brian, Chris, Stacey, Steve and Brent.  
Front row, Left to right: Liz, Holly, Melissa, Ellen, Holly, John, Mary, Marilyn, Jo Ann and Jim.

We are all recovering from a relaxing cruise aboard Carnival's Imagination Cruise Ship!  
YOU could have been one of these lucky people! This is a New Year. . . 2008, and XIM is offering the chance for  
a cruise in 2008 again to all painting contractors who qualify!

## Painting Contractor's

Contact your favorite paint supplier/XIM sales representative for details for the next chance to cruise in style!  
You too can be one of the winners leaving on the next Carnival Cruise in February 2009!

## Dunn River Falls, Jamaica



Cayman Island

## Gathering together Nightly, in the Pride Dining Room



Fun, Sun, relaxing, exercise or just kick-  
back. . .you will find what you are  
Looking for!

We wanted to give a special “Thank you” to the three men below who served us in the Pride Dining Room each night! They made us laugh, pampered us and just made each night something new and enjoyable!

Carnival Cruise is indeed lucky to have such great employees!

Left to right: Bessylnyy, Trainee (from the Ukraine), Evgeny, Team Headwaiter (from Russia) And Michqel, Team Waiter (from the Phillipines).

We understand that Evgeny will be getting married in the near future! We wish him the best of luck, As well as Bessylnyy and Michqel in whatever they Do!

**Carnival Cruise Lines: You’re Great!**

*By Jo Ann Emerson*



**Contractor Corner** by Jo Ann Emerson

We received many entries for our Cruise contest and thought we would share another one of our winning contractor’s comments.

### Congratulations to John Neubert and his winning entry for free Carnival’s Cruise!

Being involved in the paint industry and owning my own paint company since 1975 has made me a skeptic when paint salesmen try to sell me on the greatest new product that’s going to change my business and revolutionize the industry. My first thoughts when being presented on such a product is yeah right! So was the case when I first heard of **Peel Bond** at the **XIM Product, Inc.** Training Seminar back in the summer of '05. I decided to try out the **Peel Bond**.

To our amazement, the product measured up to everything that it was cracked up to be. We now use Peel Bond as our universal primer. **Peel Bond** not only allows for high build, but most importantly saves labor, time and provides excellent adhesion. In addition, we notice our exterior painting jobs lasting longer! We have replaced competitive products with **Peel Bond**, including the one from that other guy, what’s his name?

Best Regards, John Neubert

Neubert Painting, Lakewood, Ohio



Another winning Painting Contractor in our next issue!

**John Neubert  
and his wife Holly**

