

XIM PRODUCTS, INC.

THE PRIMER NEWS

Oct/Nov/Dec, 2008
Volume 2, Issue 4



XIM Products, Inc. 1169 Bassett Road, Westlake, OH 44145 USA
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www.peelbond.com

XIM Sales Success Story

By Jo Ann Emerson

Throughout the year, XIM'S Technical and Training team stays busy getting together with our reps in the training of painting contractors and property maintenance personnel on XIM Products.

Recently, our Regional Manager, Jim Parise with the Greg Stallings Sales group and his rep Jim Kirchner joined XIM'S Paul Carter along with Sherwin Williams Sales Rep Barb Crowell of Cincinnati to do training on XIM'S *Tile Doc* and *'New Tile Doc Aerosols'*, (currently being sold 'exclusively' at Sherwin Williams).

They worked with personnel of Property Enhancers, Karam Co., Berkshire Realty Group, Sundance Property Management, Nexus PM, Cornerstone Realty Mgmt., Faith Properties and CMC.

Based on Greg and Jim's hard work and follow through XIM was successful in putting together a Tile Doc training seminar with key Cincinnati property maintenance companies.

XIM Products, Inc.
Striving to meet the needs for a safe
Environment.

XIM Product of the Month

By Jo Ann Emerson



XIM makes two great products to use for rust prevention; Corrosion Control: Which is an acrylic 1st coat for steel, or XIM's Solvent based (Rust Inhibiting 360 Metal Primer for Steel and Iron.

Corrosion Control is a True water-bourn coating for controlling corrosion on iron, steel and other metal surfaces: available in grey, white and tint base.

360 Grey Bonding Metal Primer is a phenolic modified alkyd primer A one-component product designed to inhibit rust and corrosion on, iron, steel and ferrous metals. It does not contain lead or chromates.



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



The M.F. Cachat Company is this month's spotlight supplier. M.F. Cachat represents various chemical manufactures products and have supplied Xim Products for over a decade now. Joe Petrick, the Technical Sales Representative has been making our purchasing experience successful while meeting our material needs. Debbie Rada, along with all the other customer service associates have perfected the purchasing process with their knowledge and personalized support. Thank you all for your special efforts when working with XIM Products, Inc.



Employer Spot-light

By Jo Ann Emerson

The President of XIM Products is going to Celebrate his birthday soon, and we couldn't think of a better way to let him and everyone else know that he is truly appreciated and loved.



Dick loves and lives XIM! We are a family. Just as you all know, families have problems, but good families work out the problems. . .we're a good family!

*Dick,
From all of us at XIM,
The very best wishes to
You for a very Happy Birthday!*



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"**.

Congratulations to some of the Painting Contractors that have taken advantage of this:

'Karm's Painting Service', Clinton Twp., MI
'Sweet Home Improvements', Glenview, IL
'Touched by Heaven', Vancouver, WA.
'All-tex Painting', Centerville, TX
'Restoration Painting, LLC', Baton Rouge, LA

Looking forward to adding you to our list!

PRESIDENT'S MESSAGE

By Dick Hardy

XIM is known as a specialty coatings company. We develop, manufacture and market unique coatings, primers and sealers. We focus on improving adhesion of a coating system. This focus results in primers and sealers that aid the painter when painting difficult-to-paint surfaces. XIM's advertising tag lines support this niche position in the market. Two of the tag lines that we have used for over 15 years are "STICK WITH XIM" and "XIM . . . When Ordinary Primers Are Not Enough!" A newer tag line that we use with our Peel Bond and Trim Magic high build, filling primers is "A Better Way To Paint".

At XIM our ongoing strategy for the future is to continue to focus on unique, specialty products with an emphasis on GREAT adhesion. We are not concerned with color. We leave color to the paint companies. But we do help the soft pastel colors and the vibrant deep-tone colors, which are sold by the paint companies, to stick to all types of surfaces.

Fall is a great time for fix-up projects and to complete those painting jobs around the house. Just remember that the XIM Products help to improve the overall painting job.

Industry News

By Dick Hardy

The Paint, Wallcoverings and Sundries Industry Report, published by the PDRA Market Research reposts the following. "As of 2007, there were approximately 282 paint manufacturers in the U.S., down from nearly 1,800 in 1975. The number of manufacturers will probably not decrease significantly from the current number". The PDRA Market Research takes its information from the US Census Bureau, US Department of Commerce, The National Paint & Coatings Association and the Paint & Decorating Retailers Association.

Another interesting set of survey results from the paint store dealers show that the average price of interior paint sold in 2007 was \$27.56 per gallon. The average price of exterior paint sold in 2007 was \$36.42 per gallon. This was an increase of 2.2% over 2006. These numbers probably do not include all the paint sold through company owned paint stores or home centers. If all of these outlets were included, the average selling prices of paint would be lower.

Many stores are concentrating on selling paint and moving away from selling wallpaper and wallpaper supplies. The store managers indicate that wallpaper sales are not as profitable compared to the past.

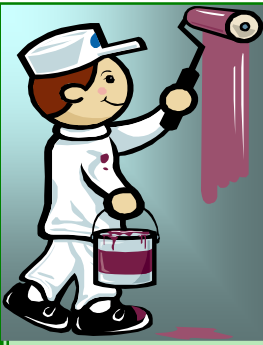


AVAILABLE TO ALL XIM PRODUCT DISTRIBUTORS JANUARY 1, 2009

| | |
|---|--|
| Ease of Use | Shake Until Ball Rattles and Spray Consumer Easy BEST |
| Flow out and smooth appearance | EXCELLENT |
| Durability | Holds up to Hot / Soapy Water – Exceed ASTM Tests. VERY GOOD |
| Hardness Rating 1-10 10 = Best | Rating = 9 VERY GOOD |
| Hardness Rating in Hot water Rating 1-10 10 = Best | Rating = 8 VERY GOOD |
| Color / Gloss | White / Glossy |
| Whiteness Retention | BEST |
| Tintability | NO – White only |
| Need to mask surrounding areas | YES |
| Need for good ventilation | YES |
| Respirator Recommended | YES |
| Dry to Touch | 5 minutes |
| Time to Second Coat | 10-20 minutes |
| Cured to Use (Hot water) | 72 hours |
| Touch-up nicks and problem areas | BEST Very Easy to do |



Contact XIM'S Customer Service for further Information at: 800-262-8469 or your Local XIM Sales Representative!



CONTRACTORS CORNER



Product Knowledge = Economic Insurance

Karm's Painting Service, Inc.

Clinton Twp., MI

Detroit, MI- Are you looking for a hedge against an economic downturn? 'Product knowledge is proving to be a difference maker'. Mr. Carmen Amabile, president of Karm's Painting Service, Inc. says "In a down economy like Michigan is experiencing, customers are looking for real value, and a strong product knowledge base can make the world of difference." Establishing your company as a paint and plaster problem solver can start with educating your employees on how to apply the new technologies such as XIM'S Peel Bond Primer.

"We recently invested our time to have our crew certified in the use of Peel Bond," says Amabile, "and we saw instant benefits." Our employees expressed the training increased their confidence in application techniques and overall production. Furthermore, complete knowledge of the benefits of XIM products allows us to offer our customers solutions other contractors are not. In a down economy, money saving options that provide solutions to the customers paint problems is a winning combination for everyone."

Contact your XIM Products Distributor for more information on how you can have your crew trained in the application of Peel Bond and Trim Magic. Or, call: 800-262-8469 ext. 120 for our Technical Dept for training info!



You are the stars of XIM'S great achievement in record breaking sales for 2008!

Thank you, from all of us at XIM!

Happy Holidays!

Sail date of the XIM Exotic E. Caribbean cruise on the Carnival Destiny is February 9th, 2009

CAN'T WAIT TO



SEE YOU THERE!

PAINTING CONTRACTORS: CONTACT YOUR XIM REP FOR CONTEST INFORMATION AND FORMS!