

CONTRACTORMAG

HALF-YEARLY PUBLICATION FOR THE PROFESSIONAL PAINTER AND PLASTERER

GRACO | JANUARY 2016

11

MYTHS ABOUT PAINT SPRAYING DEMOLISHED

FEMALE PAINTERS:
WHO ARE WE?

HOT OFF THE PRESS:
EVEN MORE FEATURES FOR
THE **ST MAX™ II PC PRO**



CONTENTS



Graco is a world leader in systems and components for fluid handling. Since 1926 we have been offering products that move, measure, control, dispense and apply a wide range of fluids and viscous materials. Graco owes its success to its unwavering commitment to technical excellence, the high quality of its manufacturing and its customer service. The company works exclusively with qualified distributors to provide equipment for spray finishing, protective coating, paint circulation, lubrication, and dispensing sealants and adhesives, along with power application equipment.

Editing:

Jan Jansegers and Evelyn Falcomer

Design & editing:

Cypres – www.cypres.com

Responsible publisher:

Graco BVBA

Contact:

www.graco.com – info@graco.be

Graco BVBA, Slakweidestraat 31,

B-3630 Maasmechelen

Tel.: +32 89 770 700

Fax: +32 89 770 804



**CONTRACTOR
CLUB**

- Tell us your success story
- Register for our magazine and newsletter
- Watch our videos

www.contractorclub.com



04

FACTS AND FICTION

SIX PAINT SPRAYING
MYTHS DEMOLISHED



06

INNOVATIONS

SMALL, BUT PACKS
A HIGH-TECH PUNCH



10

FEMALE PAINTERS

A DEMONSTRATION
FOR 40 WOMEN



12

TRUCK TOUR

TRUCK TOUR 2015,
THE NUMBERS



14

IN THE MIX

PAINT YOUR
LAWN

SMASHING THE FAIRY TALES ABOUT PAINT SPRAYING

When you open this magazine you might be one of those who is already convinced of the advantages of airless paint spraying. Or maybe you're one of the traditionalists who still work with a brush and roller, but would like to know more about the technique by reading this magazine. Unless you've been living under a rock, you'll certainly have already heard stories about paint spraying, and because these myths have become persistent it is high time that we set about smashing them once and for all.

But there are other fairy tales about painting too. One of these is that it is the domain of men. Nothing could be further from the truth, unless you're inclined to disbelieve the rolling muscles of the female Danish painters. In fact, this edition of the magazine is packed with everything but those common fairy tales. For example, the punishing statistics of the Truck Tour present a very true story, as does the news on our new compact systems. That's because the Classic, ST MAX and Finish Pro series now also come with ProConnect™, the handy and innovative pump replacement system that saves you an incredible amount of time.

Summarizing the truth, it may be said that Graco's solutions help you to work considerably faster and create a superior finish. And as a professional that will set you apart from the competition. Our slogan for 2016 sums it up perfectly: Express Yourself!

“ Summarizing the truth, it may be said that Graco's solutions help you to work considerably faster and create a superior finish. ”

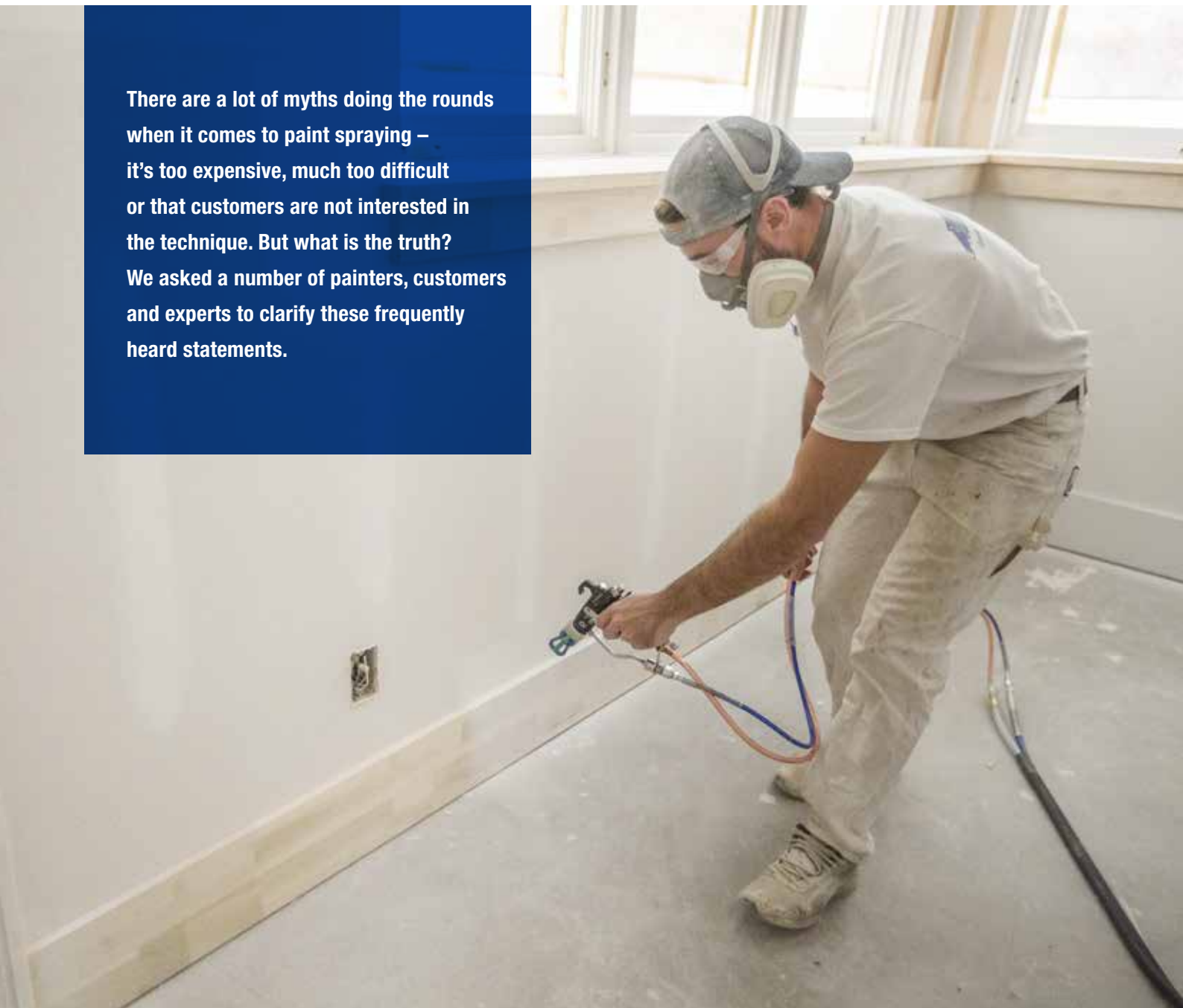
Jan Jansegers,
Trade Marketing Manager



Pricey? Complicated? No demand

6 PAINT SPRAYING MYTHS DEMOLISHED

There are a lot of myths doing the rounds when it comes to paint spraying – it's too expensive, much too difficult or that customers are not interested in the technique. But what is the truth? We asked a number of painters, customers and experts to clarify these frequently heard statements.



MYTH 1



Paint spraying is not ideal for many projects

The only time airless painting is better is when you're involved in major projects where huge areas have to be coated.

"That's not true," believes Sebastien Cochet, an independent painter who owns a sole proprietorship. **"I would go airless instead of painting with a roller and brush for anything larger than 10 m²,"** he says. "Much of my work is on home renovation projects, where I use the Classic 390™. It's a powerful and small paint spraying system made by Graco, and thanks to the 390 I save an incredible amount of time." Sebastien also appreciates the fact that Graco machines can handle more than paint alone. "There are many airless painting appliances that can be used to apply other materials, from varnish through to spray plaster. You can use them for different projects. In fact, he believes there is only one time when paint spraying is not the best option. "When working in enclosed and unventilated places such as cellars, I advise against airless painting."



I would use airless over a roller and brush for anything larger than 10m².

SEBASTIEN COCHET, INDEPENDENT
PAINTING CONTRACTOR, FRANCE



MYTH 2



Airless systems are pricey

"To date it was the best money I ever spent," is Wesley Rodermond's immediate response when we put this common myth to him. The owner of the Dutch painting company saves on labour in particular when he gets his Finish Pro 395™ on the job. "I mostly work in existing and newly built homes as well as in commercial buildings.

Depending on the size of the project, I save anywhere between 50% and 75% in time when I use my paint spraying system," he says. "In fact, I earned back the money I paid for my system within 2 days of buying it." At first Wesley had to get accustomed to airless painting. "But I very quickly mastered the technique. The machine is simply very easy to use."



It's the best money I ever spent to date.

WESLEY RODERMOND, PAINTING CONTRACTOR,
RODERMOND, THE NETHERLANDS.



WORK OUT HOW MUCH YOU WILL SAVE

If you're keen to buy a paint spraying system but would like to know whether it will be cost-effective, then it's easy to work out with our **Graco-calculator at www.contractorclub.com**. Enter the purchase price of your selected system, the hourly pay, the working speed and the cost of materials. Our free calculator will do the rest. The result will be a figure that represents a given surface area – as soon as you have painted that surface area, you will have earned back your investment.



MYTH 3



Masking takes too much time

Some painters are dubious about paint spraying because of all the masking involved. So what does Peter Faass, Training, Material and Field Test Specialist at Graco, have to say about it? **“Yes, it’s true that you have to cover and tape off more, but that is easily compensated for by the time saved when painting.”** Peter illustrates this with apartment walls, which measure some 300 m². “Using a roller and brush it takes 8 hours,” he says. “That’s a full working day for just one coat. You need another 8 hours for the second coat, giving you a total of 16 hours. When you go airless it only takes you 12 hours – including the masking – and you save on half a day’s work. And not only do you up your work speed by 25%, you also use much less energy.” Another example involves finishing doors, radiators and windows. “When you work with a roller and brush you need three coats to produce a satisfactory result. If you spray paint the result already looks much more professional after just two coats, and without visible brushstrokes. That means a 30% saving on time and a 30% saving on paint.”



Masking is compensated for by the time saved.

PETER FAASS, GRACO TRAINING,
MATERIAL AND FIELD TEST SPECIALIST



MYTH 4



There is no demand for paint spraying from my customers

Another assumption is that there is no demand for airless painting from customers. But could that not be due to them being ignorant of the option? We put the question to home-owner Tom Lietaert, who recently had the entire interior of his house – some 450 m² – spray-painted white. “To be honest, I had never heard of the airless technique before,” Tom acknowledged. “But the speed was astonishing – the job was completed in 5 hours!” Tom also expressed his happiness with the finish. **“Instead of roller marks, the finish was beautifully even. Some of my friends are also looking at getting their houses painted, and I did not hesitate in recommending paint spraying.”**



The speed was astonishing – the job was completed in 5 hours.

TOM LIETAERT
PAINTING CUSTOMER, BELGIUM



HOW TO PAINT DOORS WITHOUT MASKING

Place the door in a room that has already been masked off or in an area where overspray won’t matter. When you use an airless sprayer you can coat the door twice in just a few minutes – without having to mask anything off.

MYTH 5



The cleaning is a time-consuming procedure

While it is true that the spray paint system must be thoroughly cleaned after each job – because otherwise left-over paint can interfere with the machine – this does not have to be a lengthy process. That's the opinion of Freddy Flahaut of the Graco Service Partner, Dimatec.

"A machine like the UltraMax II 1095™ can be cleaned in less than 10 minutes," he says. "All that you need is two buckets – one empty and the other filled with water." If you will not be using your appliance for a few days, then Freddy recommends that you also use Pump Armor™. "The fluid protects the pump from rust. Simply place the suction tube in the Pump Armor and AutoClean™ does the rest." The idea that proper maintenance gives you years of use has been abundantly shown at Dimatec. "Somebody recently brought in an Ultra Max™ 795 that was made in 1999 for a check-up. It was still in perfect condition."



“

Proper maintenance does not have to be a lengthy process.

FREDDY FLAHAUT
DIMATEC, SWITZERLAND

MYTH 6



Airless paint spraying is too complicated

As Wesley Rodermond already said under Myth 2, thanks to the fact that the machines are so easy to use, airless paint spraying is very quickly learnt. **"Most people grasp the process within 10 minutes,"** says Graco Country Manager Wilco Danen. "Moreover, it is also true that the more experience you have the greater your return from the device." Some people might fear the technical aspects, but Wilco believes that is not necessary. "An airless unit is nothing more than a pump that sucks paint from a container, together with a hose and a gun to supply the paint. When you compare it to a shower, you realise that it is really a very simple system."

“

The more experience you have, the greater your return from the device.



WILCO DANEN
COUNTRY MANAGER GRACO, BELGIUM



IT'S EASY WITH OUR VIDEOS

Watch our application videos on www.contractorclub.com to see how others use their Graco machines. Our training videos show you how to install and clean your system and how to get the most out of it.

Product Manager Raf Willen introduces the ST MAX™ II PC Pro

SMALL, BUT PACKS A HIGH-TECH PUNCH



'Powerful' and 'small' – the two words that best describe the ST MAX series, which has now been on the market for around 20 years. The brand-new ST MAX II PC Pro not only continues the tradition, it also has a number of attractive additional features that, among other things, help to keep operating costs to a minimum. We go through the features together with Graco Product Manager Raf Willen.



ProConnect™

Easy to replace a pump

"When they can replace a damaged pump themselves, painters won't lose time or money on labour for pump repairs. Thanks to ProConnect it takes just a few minutes, and afterwards they can simply get back to work." Remove the broken pump in 3 easy steps:



1 Loosen the clamping nut



2 Open the cover and remove the pump



3 Remove the hose and suction set

FastFlush™

Lightning fast cleaning system

"This system speeds up the cleaning process by up to four times, which is truly a drastic cut. Furthermore, it cleans even more thoroughly so that there is no chance at all of remaining paint affecting the pump. And you only use half as much water."

A brushless motor

Almost entirely maintenance-free

"Thanks to the brushless design, you'll never have to replace brushes again. And because the motor is completely sealed off the parts are protected from dirt, dust and overspray. That means this motor is almost entirely maintenance-free."



ST MAX™ II PC PRO

FOR MEDIUM-SIZED PAINTING JOBS

- perfect for homes and light commercial jobs
- can spray acrylic paint, emulsion paint, lacquer and varnish
- the ST Max II 595 PC Pro can also be used to apply exterior paint

4

SmartControl™

More information on the intelligent display

"This digital display shows the pressure, the number of litres used and the operating hours. It also ensures there is an even pressure, even when the tip wears down. It makes a big difference, thanks to the error messages and the diagnostic reports on the screen, the painter knows immediately what to do."

5

ProContractor Gun™

Graco's best airless spray gun

"It's simple: we have now installed the very best spray gun in the entire range on the ST MAX II PC Pro."

6

ProGuard™

Overvoltage protection

"This is one of our biggest advances, which we introduced primarily at the request of painters in Eastern Europe. Overvoltage is a more common occurrence there and it can seriously damage equipment. ProGuard protects the investment made by our customers from harmful or extreme power fluctuations." *(Not yet available for appliances that run on 110 V.)*



See all our innovations at
www.newfromgraco.com.



OTHER COMPACT DEVICES

The new generation of **Classic-** and **FinishPro** sprayers now also have the **ProConnect** system while **ProGuard** comes as an optional extra. The **FinishPro II** also has **FastFlush** and a brushless motor.

CLASSIC PC FOR SMALL PAINT JOBS

- entry-level series for interior decorating in small homes
- can spray acrylic paint, emulsion paint, lacquer and varnish
- perfect for interior jobs

FINISHPRO II FINEFINISH PROJECTS

- a superior finish for large areas, both Air Assisted and Airless
- perfect for the perfect application of lacquer and varnish at low pressure
- for interior and exterior jobs



Forty female painters called on Rødovre in Denmark.



Demonstration day Attendees testing the JetRoller.

Graco distributor hosts a women-only demonstration

PAINTING AS A WOMAN'S JOB?

“Female painters organise themselves better than men,” sales manager Kenneth Lercke immediately acknowledges. His company, Clemco Danmark ApS, distributes sandblasting and paint spraying equipment and was recently visited by 40 ladies.

Painting as a job is attracting an increasing number of women, certainly in northern Europe. For example, in 2014 no less than 60% of the graduates of painting training courses in Denmark were women.

That's an impressive figure, and is one that inspired Graco distributor Clemco Danmark ApS to host a demonstration exclusively for women.

First the theory, then the action

“It was the very first time that we invited women only,” recounts Clemco sales manager Kenneth Lercke. A total of 40 female painters from across Denmark accepted the invitation. So what was on the programme? “The first part of the demonstration consisted of an hour of theory on using and maintaining Graco

equipment,” Kenneth explains. “Then we brought out an entire arsenal of Graco devices and accessories: the JetRoller™, Ultra® Max, T-Max™ 506, °C-Max heated hose system and the Easy-Max™. They were able to test all of them comprehensively.”

A structured approach

Kenneth says that things did go a bit differently than when a male audience is in attendance. “When testing the devices the ladies clearly adopted a more structured approach. Overall there was also more interaction during the demonstration and they asked more questions too.” And at the final count? “The demonstration was a success in every respect,” Kenneth says. “The female audience that we dealt with was very interested and engaged during the demonstration. The collective visit to Copenhagen afterwards was also great fun.” ■

ID

CLEMCO DANMARK APS

What? Distributor of machinery for surface treatments
Where? Rødovre, Denmark
Team? 24 employees
Manager? Frederik Nielsen

Further information can be found at www.clemco.dk



They also had a lot of fun trying out the UltraMax II 695



Graco distributor Clemco's staff lending a hand.

Two participants have their say



Bente Schmidt Sørensen

Owner of Malermester Bente Schmidt Sørensen ApS, a Jægerspris company with a workforce of eight

Why did you attend the demonstration?

"To learn about Graco's products. It is a brand I like to use myself. I also wanted to hear about the experiences of others, and of course to socialise a bit."

Tell us about your career

"I graduated as a painter 21 years ago. After briefly working for a company as a painter, I started up my own business."

Do you have any advice for female painters?

"Work precisely and ensure you are 10% better than your male counterparts. And use the tools that are available on the market."



Linda Weber Hansen

Owner of Lindas Malerfirma, a six-person painting company in Svenborg, Denmark.

Why did you attend the demonstration?

"I work with an EasyMax™, but I wanted to learn about Graco's other spray systems. I loved the fact we were allowed to try out the machines."

What do you like about your job?

"There is something new every day. We provide a clearly visible difference when you do a before-and-after comparison."

What could men learn from women?

"I say it every time: the finish, the finish, the finish."

JETROLLER™

THE PERFECT ACCESSORY FOR YOUR AIRLESS SPRAYER

- The ease of rolling and the speed of spraying
- Detachable handle: the extension and the hand roller can be used independently
- Multi-compatible: perfect for every roller on the market



Watch the video here:
jetroller.graco.eu.com



The punishing results of seven months on the road

TRUCK TOUR 2015, THE

The last year saw the Graco truck on a tour of Europe. After seven months of instructive demonstrations, great chats and many kilometres, we take a look at the numbers.

84

STOPS IN 4 COUNTRIES

19 IN FRANCE
23 IN POLAND
4 IN THE CZECH REPUBLIC
38 IN GERMANY

25

WEEKS

26 MARCH TO
22 OCTOBER 2015

17,752 KILOMETRES TRAVELLED

8

OVER 8 SYSTEMS IN THE TRUCK

- ST MAX™ II 595 PC PRO
- MARK VII™
- ULTRA® MAX II 795
- HVLP 9.5
- XFORCE™
- EASYMAX™
- 390 CLASSIC
- G-FORCE™ II

1,764

VISITORS



2,520 BROCHURES DISTRIBUTED



74 PARTICIPATING PARTNERS

1

DODGE CHRYSLER RAM 1500 PETROL AND 396 HP

7 DRIVERS

3,688 LITRES OF FUEL



NUMBERS



Truck Tour visitors in Cologne learn about the new machines.



Demos were a regular part of the tour in Poland too.



The powerful G-Force II high pressure washer at work in France.



Reviews from German visitors



"What a great idea to tour throughout Europe. I've been interested in Graco systems for a while now, and so was very keen on visiting the truck. I'm now seriously considering buying an airless device."

THORSTEN HERWIG, INDEPENDENT PAINTER



"To be honest, I didn't know the truck was going to be there when I passed. But it was great to get some professional advice. It was also very informative to see the machines in action."

**STEFAN KUBIS, OWNER OF HEIDECHE
MALERWERKSTÄTTEN GMBH & CO KG**



"The Truck Tour was a great way for me to get information about the machines. And the distributor also gave me an excellent discount on my brand-new Mark VII™."

JANUSZ GRAB, DRYWALLER



CALENDAR

Keen to view new Graco products and try them out? Then visit one of the trade fairs where Graco will have a stand this year.

FARBE 03 | 16

European trade fair for painters and plasterers

Where? Munich (Germany)

When? 2 to 5 March 2016

Stand number? A3407

Info? www.faf-messe.de

INTERTRAFFIC 04 | 16

The world's largest trade fair for traffic and transport management, safety and parking.

Where? Amsterdam (the Netherlands)

When? 5 to 8 April 2016

Stand number? 336 (in hall 05)

Info? www.intertraffic.com

Contractor Club

ALREADY A CONTRACTOR CLUB MEMBER?

Exclusive discounts, a sturdy systainer for storing your tools and the latest news from Graco – it's all yours when you join the Contractor Club, a club exclusively for professionals like you.



**FREE
SYSTAINER**

Registration is free

What are you waiting for? Register your Graco appliance today at www.contractorclub.com and you'll immediately receive all the benefits you want as a Contractor Club member.

Social

GRACO ON FILM



A picture is worth a thousand words, as the saying goes. And that's why you can see a whole series of fascinating videos on our Contractor Club website. After all, replacing a pump for the first time becomes a lot easier after watching somebody else do it. You might also like to see a given machine in action, and the projects undertaken by your fellow painters could also hold your interest.

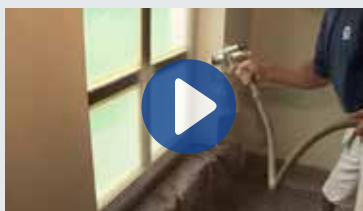


Go to www.contractorclub.com and click on 'Videos'. It's easy to select a video using our handy menu.



ProConnect

Graco ProConnect Pump Change: Change a pump in just a few easy steps.



HVLP TurboForce

Graco HVLP TurboForce Spraying: How to spray with the HVLP TurboForce™



EasyMax

Graco EasyMax Fine Finish – Radiator: Paint spraying painters

Mirage Lawn Painting

BROWN LAWN? JUST PAINT IT GREEN!



Is the grass always greener on the other side? Well maybe their secret is Graco! The trend has already started in the US state of California, where dried-out lawns are being transformed into fresh and green grasslands using... a coat of paint. Joshua Cox of Mirage Lawn Painting sprays brown blades of grass green using 100% organic paint and his Graco Classic 390 PC. "It can get extremely dry in the summer in California and water consumption is strictly regulated," he explains. "Using my sprayer I return the lawns of my customers to their natural colour in the blink of an eye, and it stays that way for up to 12 weeks."



"My customers get up to twelve weeks of fresh and green lawns."

JOSHUA COX, MIRAGE LAWN PAINTING



ID

MIRAGE LAWN PAINTING

What? Company that paints arid lawns green
Where? Fresno, California (US)
Who? Owned by Joshua Cox

See the work of Joshua Cox at www.miragelawnpainting.com or check out his Facebook page, 'Mirage Lawn Painting'.



Jasraj Singh



SPOTTED ON INSTAGRAM

We found Jasraj Singh on Instagram, a popular app for sharing photos and videos. The London painter often works in monumental listed buildings. He loves to take lots of photos of both his work and his equipment – a Graco Ultra® Max II 695.

So why is he such a fan of that device? "It's quite simple; I love its versatility and the results it gives me," he says. "I use many different types of paint, from water- to solvent-based, and this is no problem at all for my sprayer. Something that I have to coat three times with a brush I can do in one go with my Ultra Max. Seriously, I've worked with a number of spray systems, but Graco is truly the most durable brand there is."

ID

RESURFACE VINTAGE

What? Painting and wallpapering company
Where? London, United Kingdom
Who? Owned by Jasraj Singh

Visit Jasrai's Instagram account:
[@resurfacevintage](https://www.instagram.com/resurfacevintage)



TELL US WHAT YOU THINK OF THIS MAGAZINE!



*Complete the survey
and receive a bag
of goodies*

We want to make this magazine as relevant as possible for you, which is why we would love to know whether Contractor Mag meets your expectations. **What interests you and what doesn't? Which stories do you love to read and what do you want to see more of? Do you have any tips or suggestions?**

It won't take more than 3 minutes to complete, **but it's very important to us.** And we'll also send you a stuffed bag of Graco goodies! Thanks for your help!



Share your opinion through our reader's survey at www.contractorclub.com.