

Winter 2011

CertaPro Painters®



THE PALETTE



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Color Trends: Get a jump start on your color selections for the new year

Here are the nine most popular color palettes for 2012:

1. **Nonchalance** - The colors in Nonchalance are easy to enjoy as they generate a feeling of tranquility and relaxation. The Nonchalance colors include pastel pinks, ethereal blues, soft egret whites and taupe, gray and grape tones.
2. **Subtleties** - These colors are either closely related or complement each other. The colors in this collection include hazy coral, soft yellow green, faded rose, stonewashed blue with tinges of gray, green and brown earthy red.
3. **Resilience** - These are sturdy, natural, outdoor colors that work well together. You can expect deepest browns, mushroom tones, foliage green, and greenish yellow with a dash of flamingo orange.
4. **Indigo Effects** - Evokes a mood of broad expansiveness and depth. The colors are variations on a blue theme (celestial and majestic blues, purpled and deep blue indigos). Add a stroke of maroon, mauve and moody gray to finish the look.
5. **Transcending Time** - Draws on inspirations from the past that work well today and in the future. Colors include elegant wine and plum, warm beige and wood tones and classic rose. To add a little glimmer to your room, use frosted almond.
6. **Back to the Fuchsia** - No, you don't need a DeLorean for this. Instead, use the tantalizing colors of dancing reds, purples, pinks, and fuchsias to create attention. Complement these hot tones with jewel-toned peridot.
7. **Reflections** - Includes colors that spark the imagination with glossy finishes, metallic or glassy surfaces. Think Turkish sea, blue moon, garnet, beluga, cloud dancer as well as silver and gold.
8. **Nouveau Neon** - These aren't the neon colors of the 80s; instead, they are exuberant shades that bring a new perspective to different color combinations. This collection includes Asian-inspired bamboo yellow-green, orange and berry purples, citrus colors, pinks, and raspberries accompanied by a butter-rum tan to tie it all together.
9. **The Comics** - Use ominous phantom black as the backdrop for sulphuric yellow and fiery red. Include a flash of green or an inky cyan to partner with honeysuckle and primrose.



The 2012 Pantone Color Of The Year Is: Zest

Zest combines red with yellow to create a magnetic hue that forms a high-visibility color that oozes heat and energy. The reddish orange adds sensuality to interior surfaces.

Contact CertaPro today by phone at (800) 689-7494 or online at www.certapro.com to get the latest colors for your home! ★



Zest
SW 8374



Ways To Protect Your Investment (House) By Painting

Protecting the value of your investment/home is always important. Painting your home is a quick and easy way to do this. A well-done job by Certa Pro lengthens the life of your windows, doors, siding, and eaves.

At CertaPro, we will identify and repair common issues with your home's exterior. Think worn out window seals, wood damage, cracked or damaged siding, etc.

Be proactive. Don't wait until the paint is chipping, peeling or fading. The protective properties of the paint fade away as well as the color. Worn paint can't protect your house from sunlight, water, wind, and other natural elements.



The exterior look of your home is important for resale and just for everyday even if you're not thinking of selling the house.

And, don't forget about the inside. It's unsightly to have chipped or peeling paint anywhere in your house.

Why not protect your investment by getting a professional painter that can maximize the value of your house? **Contact CertaPro today by phone at (800) 689-7494 or online at www.certapro.com.** ★

Primer and Oil/Water Based Paint and Gloss, Oh My!

Primer helps the paint adhere to the surface (sheetrock, metal, wood, and other surfaces) and gives the subsequent coats a place to go. Latex primers are used for basic applications. Oil based primers are used for covering stains and areas that had wallpaper.

Water based paint usually dries quickly by evaporation, isn't as hard or durable as oil based paints, can be used inside and outside, come in a variety of finishes, are popular, and are easy to use.

Kitchen and Bathroom Water Based Paints are designed to help prevent mold, mildew or condensation from developing. However, condensation isn't 100% preventable with paint.

Floor Water Based Paint is used on porches, in basements or on concrete floors. This category also includes decorative glazes for faux finishes.

Heat Resistant or Fire Retardant Water Based Paint is perfect if you have a fireplace or an old-fashioned radiator or stove, use this paint around those items. It can withstand a higher temperature. If there is a fire, it will slow the spread of the fire.

Oil Based Paints take the longest to dry, but they leave a smoother finish. Clean up requires special cleaners. These are perfect for doors and trim.

When using liquid gloss paints, it needs an undercoat, it gives the more traditional high gloss finish. It is hardwearing and resists dirt. There are various types of gloss paints:

- Satinwood is a durable gloss paint that gives a fainter sheen.
- Eggshell gives a flatter but not totally matte finish.
- Polyurethane gloss is an oil based paint with added polyurethane resin making it tougher, providing a hardwearing surface.
- Silthane is a combination of silicone and polyurethane. This paint has a stronger surface since the silicone gives extra protection during the drying period when paint is vulnerable.

Choosing the right paint for your specific needs can be hard. Let Certa Pro help you!

For more information on different types of paints and finishes, contact CertaPro today by phone at (800) 689-7494 or online at www.certapro.com to get the latest colors for your home! ★



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