

Product Considerations Other Than Color When Planning a Commercial Repaint Project



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Introduction

As a commercial property manager/owner, you want your buildings to look their best. Regular inspections and re-coating should be two key elements of every building maintenance program. A proper exterior maintenance plan can add years to the life of your building and is an important consideration with the various weather conditions your buildings are subjected to.

Whether your space is an office complex, strip mall, industrial building, or retail location, an exterior commercial painting project requires plenty of upfront planning. The more the logistics are planned ahead of time, the smoother the entire project will be.

An exterior painting project is far more than high-quality paints and coatings. A lot of work goes into planning and executing a successful project. In addition to who will be doing the work, you need to consider things like warranties, safety, and paint performance quality. Other important factors include:

- Application methods
- Level of preparation
- Scheduling issues
- Experience working with and around tenants
- Industry knowledge and experience
- Facade Repairs

For the paint itself, there's sheen level, priming, paint components and expected lifespan that all play a factor in deciding which material and manufacturer to use.



Time to Repaint Your Commercial Property?

At Renovia, we know that making a great first impression is essential to any commercial business. Keeping your property looking and performing at its best is a win for both your customers, clients, and your company's bottom line.

With nearly 20 years of experience in painting commercial properties, Renovia's team of skilled painting professionals is committed to delivering a quality experience and professional results on every project, every time.

We've prepared this helpful guide to walk you through each step of planning a commercial repaint project. We hope you find it useful. If you have any questions along the way, we're here to help!





Let's get started.

Commercial painting projects require a lot of upfront work. In fact, planning the scope and logistics of a painting project before starting is key to its successful execution. So, while painting may appear to be a routine task, if you want to maximize your investment over the long term, it's smart to begin with figuring out all the details.

Start by surveying the area to be painted and calculate the best time to complete the work. For exterior projects, local climate plays a big role and it's best to schedule paint applications when temperatures and humidity levels meet the paint manufacturer's requirements.

Some painting projects can be done without disrupting business activities, while others need to be scheduled for off-hours. Will occupants need to temporarily relocate? If so, plan far enough ahead so you can minimize the cost of doing so.

Who Will Do the Work?

Hiring a reputable, trustworthy painting company that specializes in commercial properties is essential. At Renovia, we believe you aren't hiring a "third-party company" to do your commercial painting – you're hiring an experienced team.

Traits to look for in a professional commercial painting service include:

- A disciplined and focused approach.
- A commitment to providing an outstanding experience.
- A passion for quality service and craftsmanship.
- A company philosophy based on respect and trust.

A superior commercial painting service also uses state-of-the-art tools, quality exterior painting supplies and licensed contractors. With Renovia, you also get a dedicated project manager who walks you through the planning and is there for you throughout the process to answer any questions or solve any problems you may have.

Planning a Commercial Painting Project

Careful planning down to the smallest of details means a more successful and less stressful commercial painting project. Non-product areas to discuss with your commercial painting contractor include repairs, prep work, surface types, equipment and materials needed, coating application methods, warranties, safety preparation and an ongoing maintenance strategy.

As you prepare for your project, here are some of the most important things to consider.

Repairs and Prep Work

From scraping to pressure washing and caulking, a good exterior painting project starts with a clean base. If your structure's exterior is dirty and oily from years exposed to the harsh elements, you can't just cover it with a new coat of paint.

There's simply no substitution for high-quality preparation. If you want your painting project to stand the test of time, follow these preparation pointers:

- Paint adheres to a smooth, clean surface. Make sure any surface to be repainted is devoid of chipping paint, loose materials, rust, oil, grease and/or mold.
- Pressure wash all surfaces to remove all loose debris and residue.
- Check for the presence of asbestos and lead in the existing paint.

Safety preparation is also critical. Since 2010, federal law requires that all commercial buildings built before 1978 be certified and follow specific safe-work practices to prevent lead contamination.

Depending on the city or town where your structure is located, you may be required to use tarps, arrange for special disposal, use HEPA vacuums, and ensure the power-washing procedure has proper containment precautions. Care must be taken to avoid exposing occupants to potentially harmful fumes, and proper ventilation must be guaranteed. At Renovia, we are always in full compliance with local, state and federal regulations.

Make sure the company you hire complies with precautions and control measures associated with:

- Protective clothing.
- Handling of paints, primers, solvents and other chemicals.
- Warning occupants, customers and/or visitors about any potential on-site risks.

Finally, don't overlook whether the contractor you work with has insurance coverage. If something goes wrong and the contractor does not carry liability and workers compensation insurance, you may be legally liable for any injuries or damages the contractor causes.

Which Paint Should You Choose?

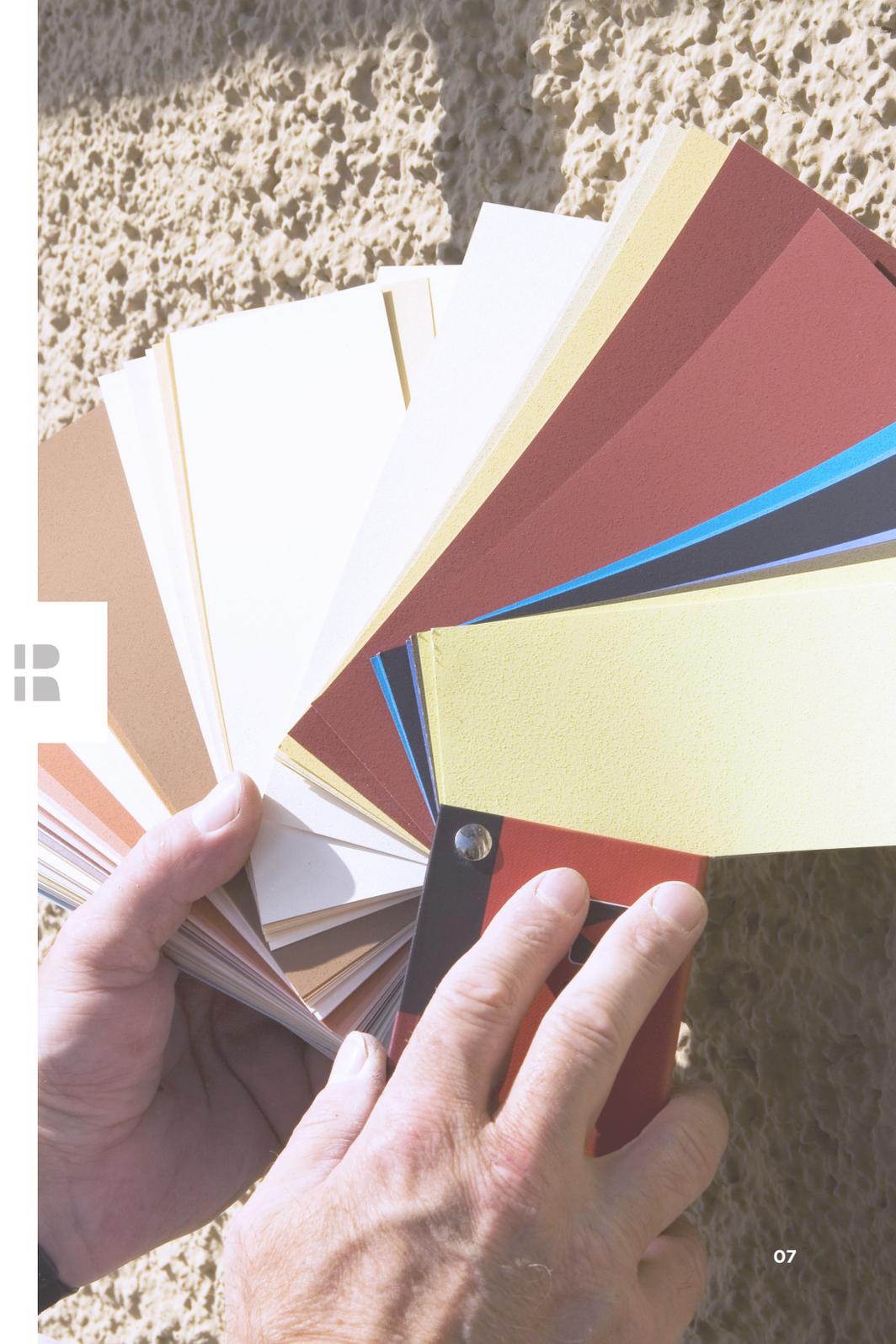
When choosing paint, you must consider gloss level, priming, paint components and expected lifespan. Don't be swayed otherwise – paint quality matters when you want to achieve a professional, durable exterior painting job.

So, what does “quality” mean when it comes to paint products? High-quality paint ingredients facilitate paint application, dry to a perfect, long-lasting finish and are safe for people and the environment. The higher quality paint you use, the shorter the timeframe to complete the work and, for businesses, the less downtime they'll incur.

A can of paint contains a variety of ingredients:

- Solvents carry the binders, additives and pigments. They evaporate during the paint curing and drying time.
- Binders hold the pigments, additives, solvents and other fillers together. Also referred to as resins, binders promote proper adhesion to all surfaces.
- Additives enhance paint characteristics and can include what's known as rheology modifiers, which deliver smoother paint finishes. Other common additives are dispersing agents for easier workability, surfactants for adhesion and color stability, fungicides to keep mold, mildew and dry rot at bay, preservatives and antimicrobial supplements.
- Pigments come in two groups: prime and extender. Prime pigments ensure superior paint coverage and color retention, while fillers add solids to paint products without affecting the color.

In the humid subtropical climates of Florida, the Carolina's, Tennessee, Alabama and Louisiana, it helps to choose a paint product that contains fungicides and waterproofing additives, as they help prevent water-related damage to commercial buildings.





Understanding Paints and Coatings

Not all paints use the same binders and pigments. Higher quality paints and coatings contain a higher concentration of premium ingredients. This results in improved color and consistency. Lower quality paints add fillers like talc and lime, which reduces how much pigment must be used. While it lowers the paint's cost, it also leads to early changes in appearance after application and exposure to the elements.

Binders are what determines the gloss, flexibility and durability of the paint used. The best quality paints should have strong adhesion, resist moisture, minimize cracking and staining, and protect the surface from abrasion.

When evaluating which paint to use, it helps to focus less on cost and more on life-cycle costs. What does that mean? Keep in mind, labor is the biggest line item in an exterior painting project. In other words, when compared to the cost of labor, the cost of paint is relatively minor. Since higher quality paints are easier to apply, they save time and resources during the application process. They're also more uniform, require fewer coats to provide the same coverage and protection, and are more durable, often having a service life of 10 years. That means less labor is expended during the project and you save money in the long run.

Other Paint Considerations

There are 2 other important factors to consider when choosing a paint: **Low-volatile organic compounds (VOCs).**

Low- and no-VOC paint products are well-suited for commercial painting projects because they're less harmful to human and environmental health. VOCs allow paint to stay in a liquid state while it is stored. They evaporate after the paint is applied, leaving that "new paint" smell which some people find unpleasant. Low- and no- VOC products help create a virtually odorless, eco-friendly experience, particularly valuable in a commercial setting where customer and employee comfort is a primary concern.

Anti-microbial properties. Anti-microbial paints offer nearly 100% protection against common pathogens. They also make paints more resistant to mold, mildew and fungus. They're ideal for any environment, and are particularly desirable for hospitals and healthcare facilities, restaurants and hotels and educational facilities.





Application Methods

There are three application methods used by professional painters: brush, roller, and sprayer. The method application selected for your project will depend on any number of factors including the material being painted, the weather conditions, adhesion requirements, and more.

Most painters today use a spray gun to apply exterior paint, though a brush and/or roller will also be used in certain areas such as on trim. It is a myth that the only way to get a good exterior painting project is by using a brush. Sprayers apply paint quickly, leave a uniform, high-quality finish, and are especially effective on irregular or hard-to-reach surfaces. Another plus: the low-pressure spraying units mean fewer airborne VOCs.

Keep in mind that painting is meant only to bond to the previous painting project, not soak into the material. What matters most, then, is precise preparation so that whatever surface is being painted will have the desired result: an attractive and durable finish.

Finally, an experienced commercial painter knows how many coats of paint your building needs. In all cases, at least two coats are required to ensure durability, protection, washability, and true color integrity. Depending on where your building is located, temperature and humidity factors, as well as other mitigating situations, may demand additional coats for best results.

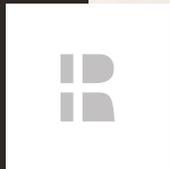
Scheduling Issues

When to paint is nearly as important as the paint you choose. Ideally, painting projects take place when a building or structure is unoccupied. Schools, for example, have summer breaks, in-service days when students are present, and several vacation periods. If that's not possible for your building, try to schedule for weekends. If the painting must take place when employees, tenants, and/or customers are present, that gives you one more reason to choose low-VOC and high antimicrobial products.

Just a small amount of planning will ensure that your painters can work efficiently and avoid delays.

Conclusion

As the first thing prospective clients, customers, or tenants see, the outside of your commercial building plays a big role in making the right impression. At Renovia, we believe you aren't hiring a third-party company to do your commercial exterior painting, you're hiring an experienced team. Our commercial exterior painting practice includes a dedicated project manager who will walk you through the entire process and be there if you have any questions along the way. Now it's time to choose a color!



Renovia is a nationwide commercial painter focused on making your property look great and last longer.

To learn more, visit renovia.com.