



Brushstrokes

A MODERN DUTCH MASTER How One Man's Vision Transformed An Industry

Color has an immediate and profound effect upon the psyche. As young children, it's one of the first things we learn to recognize. Color is one of the tools with which we perceive the world around us - there is no escaping color and its influence. The many grades of each color, the myriad blends, shades and hues that make up the great palette of life - each one is linked to a place in our emotional spectrum. And so it follows that the colors we choose for our homes reflect our emotions and frequently reinforce them. These same colors communicate to others much about us and our taste. This happens on an unconscious level - but it happens.

In the early 1980's, Dr. Dick van Wijhe, a visionary in the world of quality coatings and director of Wijzonol Paintsworks in Zwolle, The Netherlands, found himself profoundly dissatisfied with the limitations of then current tinting technology. This determined Dutchman set out to develop a completely new approach, one that would yield a broader range of hues, better covering power and better color retention over time.

Until experimentation began at Wijzonol in 1980, all paint tinting for non-industrial use was accomplished by use of the Universal Colorant System - a primitive

"one wheel" approach that is still used today by ninety-five percent of the world's paint manufacturers. The

Universal System employs ethylglycol as the vehicle used to disperse colorants in both waterborne and solvent-borne paints. As only one colorant dispenser is required, it is space and cost effective; however Universal Colorants represent a poor compromise because they are not optimal for use in either waterborne or solventborne paint. They just happen to work "pretty well" in both.



Dick van Wijhe Ph.D

Dr. van Wijhe's work eventually led him to develop two distinct families of product specific colorants - waterborne colorants were delivered in an aqueous vehicle and solventborne colorants were delivered in a solvent vehicle. His new, high-performance colorants were also dispensed in much greater volume into their white and transparent base paints. (It is still revolutionary today to offer a two base tinting system and only Wijzonol is capable of doing so.) Up to 20% of the final product could now be premium colorant, which easily went into solution - thereby creating dramatically deeper colors and unmatched covering power. The Wijzonol system also allowed much greater accuracy in tinting, reproducing the nuances of tone that discerning homeowners and the design community demanded.

Shortly after Wijzonol introduced his new product specific system, Wijzonol abandoned the old, ethylglycol-based Universal Colorants and went on to make paint history.

Today, as a result of Dr. van Wijhe's discovery, Fine Paints of Europe is able to provide North American homeowners with the highest quality paints in any color imaginable along with first class service that includes complete technical support and problem-solving capabilities. Everyone at Wijzonol takes pride in offering world class service and the delivery of high-quality formulas is viewed as part of that service commitment.



Colorants are loaded in dispenser with paper funnel, that's certainly not a filter.

As an additional benefit of the Wijzonol tinting system, Fine Paints of Europe's Vermont headquarters employs advanced Colormatch software developed by Wijzonol in combination with Datacolor hardware and software to develop precise color formulations for American Fine Paints of Europe retailers and clients. Dozens of color formulas are produced in Vermont daily by Charles Spina, our Colormatch specialist, who regularly uses the Spectro with Colormatch software to "read" colors of fabrics, wallpaper swatches, cabinet doors and paint smears.



Drawdown bar is used to create film of uniform density prior to color evaluation.

When Charlie encounters a particularly challenging match, he relies upon the Wijzonol Color Lab in Zwolle. This facility which houses a "Super Spectro" and a staff of six professionally trained colorists provides color formula support for Wijzonol retailers in more than twenty-five countries around the world. Under the supervision of Jolanda de Jong, the color lab staff utilizes highly advanced equipment in an environment flooded with natural lighting. By utilizing a "miniaturized" tinting system every match developed by the Wijzonol Color Lab is made into actual paint and each match is individually examined under three light sources (natural, incandescent and fluorescent) before being released for use. High-quality matches are normally developed in less than four hours assuring Wijzonol clients worldwide of next day formula delivery.



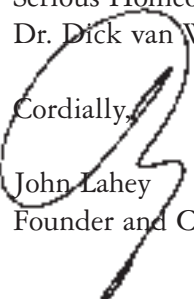
Dozens of test samples are created by color lab staff daily.



Six person Wijzonol Color Team provides formulas for retailers worldwide.

I found it very interesting that quality control at Wijzonol extends to the human element. All applicants for positions in the color matching lab are required to undergo a thorough eye examination before interviewing for a position.

Fine Paints of Europe's long-standing relationship with Wijzonol Paints has also proven to be a perfect match. We're proud to provide America with REAL PAINTS FROM HOLLAND™ and look forward with Wijzonol to a shared future providing high quality alternatives to conventional domestic coatings - Serious Paints for Serious Homeowners™. We are especially indebted to Dr. Dick van Wijhe for his contribution to this effort.

Cordially,

John Lahey
Founder and CEO



Color Lab Manager, Jolanda de Jong and John Lahey.



Meet Emmett Fiore, Color Muse

When using paints capable of yielding twenty years of beauty and service, it only makes sense to select colors that will "wear well" over the years. Fine Paints' clients who are not blessed with a natural eye for color, rely on our senior staff colorist, Emmett Fiore. Emmett provides complimentary professional color advice and technical support to homeowners throughout the world. There is never a charge for Emmett's unhurried professional consultations.

Mr. Fiore is prepared to work with clients on small projects or to develop a color scheme for their entire home. He will also specify the particular paints and primers which will be most suitable for your project. Our clients are put at ease by Emmett's affable and confident demeanor - he wants your painting project to succeed as much as you do.

Emmett encourages clients to send him swatches of fabric and wallpaper and pictures of their current interiors, furniture, children and even pets to assist him in creating the perfect ambience for their homes. He frequently recommends that clients experiment with "test cans" and Sample Pots™ before making final color decisions. Fan Decks enable clients to reference the same color menu as Emmett.

Emmett is available Mondays thru Fridays from 9 am until 5:30 pm EST at 1-800-332-1556. Email photos to him at emmett@finepaints.com and follow up by calling.



HOW REAL PAINTS FROM HOLLAND™ SAVE MONEY

Our clients have discovered that the true cost and value of a painted finish is determined by the number of years it will beautify and protect. Although Fine Paints may first appear to be expensive, their annualized true cost is, in fact, much less than that of conventional domestic coatings. As a result of the fact that 90% of the cost of a typical paint job is labor, it is prudent to select a coating capable of providing fifteen years of beauty and protection.

Interior Painting Example:

Painting a large living room measuring 20'x 20' with an eight foot ceiling (930 square feet of painted surface.) The existing finish is in sound condition.

Typical Contemporary Approach:
Painting contractor applies two coats domestic latex wall paint.

Cost of Installation:

Paint: \$200 + Labor: \$1,000 = Total: \$1,200

Anticipated life of finish: 4 years

Annualized cost of installation: \$300.00

FPE Quality Alternative:
Painting contractor applies EUROLUX® Matte on walls and ceilings.

Cost of installation:

Paint: \$500 + Labor: \$1,000 = Total: \$1,500

Anticipated life of finish: 15 years

Annualized cost of installation: \$100.00

Exterior Painting Example:

Painting the exterior of a 3,000 square foot colonial home, previously painted with good quality domestic house paint over one coat of domestic oil primer. Wood is in sound condition, and there is no significant paint failure.

Typical Contemporary Approach:

Painting contractor applies two coats of nationally recognized premium quality acrylic house paint over one coat of domestic waterborne primer.

Cost of Installation:

Primer/Paint: \$700.00 Labor: \$7,000 Total: \$7,700

Anticipated life of finish: 7 years

Annualized cost of installation: \$1,100.00

FPE Quality Alternative:

Painting contractor applies one coat Fine Paints Oil Primer followed by two coats of ECO satin.

Cost of installation:

Primer/Paint: \$2,000 + Labor: \$7,000 = Total: \$9,000

Anticipated life of finish: 12 years

Annualized cost of installation: \$750

Conclusion:

REAL PAINTS FROM HOLLAND™ save money by providing a much lower annualized cost than conventional coatings. They also make life easier by dramatically extending intervals between paint jobs.



There is nothing more expensive than cheap paint.

Estimating Guidelines

The following examples are very useful in illustrating materials cost when painting with Fine Paints of Europe®. If you are planning on doing the work yourself, the only additional costs will be incidentals such as sandpaper, solvents, brushes, etc. If you are planning on using a professional painter, your labor factor with FPE paints will normally be the same or a bit more than that for conventional domestic coatings. Your overall cost including labor and paint will seldom increase more than 15% when using our superior coatings.

Door

Wooden door measuring 6'6" x 3';
new or previously painted.

Estimate based upon painting and priming 3 door sides.

Oil Primer / Undercoat (1 coat) (1) .75L \$35.00

Hollandlac® Brilliant (2 coats) (1) .75L \$40.00

Total \$75.00

Cabinets

35 linear feet of cabinets (2 1/2'H);
painting previously stained cabinets on
both sides of the doors (200 sq. ft.).

Oil Primer / Undercoat (1 coat) (2) .75L \$70.00

Hollandlac® Brilliant or Satin (2 coats) (1) 2.5L \$115.00

Total \$185.00

Living Room

15' x 18' (441 sq. ft.):

3 windows, Set of French doors.

Walls: Eurolux® Matte (2 coats) (3) 2.5L \$300.00

Ceiling: Eurolux® Matte (2 coats) (2) 2.5L \$200.00

Trim: Oil Primer/Undercoat (2 coat) (1) .75L \$35.00

Hollandlac® Brilliant (2 coats) (1) 2.5L \$115.00

Total \$650.00



The Charlotte Inn



In 1971 Philadelphia native Gery Conover moved to Martha's Vineyard after purchasing The Charlotte Inn; one of the most historic properties on this small "whaling" island off the coast of Massachusetts. The Charlotte Inn is located on a quiet street less than three blocks from Edgartown harbor where it has welcomed visitors since 1920. The property was named for Charlotte Pent, daughter of Samuel Osborne who had originally constructed the inn. In the decades which preceded Gery's purchase of The Charlotte Inn the property had lapsed into a poor state of repair.

Fortunately, Gery Conover's energy in combination with his passion for restoring historic wooden structures and vision of a world class hostelry has resulted in The Charlotte Inn's being recognized as one of the finest small inns in the world. The Charlotte Inn is a member of the prestigious Relais and Chateaux group of hotels. The property is comprised of a cluster of five separate buildings constructed between 1705 and 1860. Each structure is sheathed in crisp white clapboard or painted cedar shakes contrasted with dark green wooden shutters. The owner's passion for collecting and eclectic



range of interests are evident everywhere on the property which abounds with antique furniture, art, vintage cars and an incredible collection of old English silver - spread among the various suites and common rooms. The Inn's formal restaurant, Il Tesoro, is closed for six weeks during the winter months but The Charlotte Inn is open to guests 365 days a year. The Inn has not closed for a single day since Gery Conover became Innkeeper.

The owner's insistence that every painted surface on his property be maintained in absolute "Bristol condition" under the challenging, salty weather conditions of coastal New England has presented a challenge for both painter and paintmaker. After experimenting with



other brands over the course of the last 30 years we are pleased that Gery Conover and his maintenance supervisor Jeff Lovett have chosen Fine Paints Of Europe® as their exclusive paint supplier. The Charlotte Inn relies upon the use of Hollandlac® enamels to highlight the architectural detail on virtually every exterior surface of the property.

According to Gery Conover, "I consider my maintenance staff to be the best painters on the island and I have to give them much of the credit for the appearance of our Inn. We all agree that the Fine Paints Of Europe® paint systems are easy to use and that they create the best possible appearance while enduring harsh weather better than domestics, which have undergone several reformulations in the last few years. Perhaps one of the reasons why our enamel work always looks newly painted is the fact that I insist on a very light sanding between coats and we never allow a finish to degrade before repainting. I also like the idea that the paint is made in Holland, as I know the Dutch have lead the paint industry since its inception."

The Charlotte Inn
27 South Summer St.
Edgartown, MA
508-627-4151
www.relaischateaux.com



CLEARING THE AIR ABOUT VOC'S FINDING AN ECO-FRIENDLY PAINT FOR OUR PLANET



Every responsible adult is concerned with keeping our environment healthy - not just for us, but for future generations. When it comes to paint, "green" may not always be what it seems. In fact, there is a lot of confusion as to which coatings are, indeed, the most eco-friendly. So let's try to clear the air a bit.

LOOK AT THE BIG PICTURE

Solvent-bearing materials (such as paints) are commonly rated as to their relative impact on the environment with a VOC (volatile organic compounds) score. This number indicates the amount of harmful organic compounds that will evaporate into the atmosphere as the paint dries. The VOC approach is simple but misleading because the environmental impact of a coating cannot be judged solely on its VOC rating; an examination of the complete life-cycle impact of a coating is required.

It makes no sense to only focus on the VOC level of paint "in the can" when there's an entire gamut of environmental impact created during the manufacture of that can of paint. Indeed, the "on site" impact is an insignificant segment of the overall impact of a particular coating. Relying upon a VOC score to represent the environmental friendliness of a coating is no more accurate than using only a cholesterol score to assess the general health of a patient.

Here's a shocking fact: Waterborne coatings typically require three to four times the "smokestack" energy input that is necessary to produce solvent-borne coatings! Low VOC coatings do not, in reality, protect the environment if the energy required to produce such coatings results in more environmental damage. As in other aspects of life, we must consider the total cost.

It is a misrepresentation of mythic proportions to claim that a zero VOC coating will not harm the environment. Millions of naïve homeowners take pride in the fact that they are applying zero VOC coatings in their home – totally unaware of the resulting smokestack emissions taking place hundreds of miles away - in the same atmosphere that is shared by all of us.

THE REACTIVITY ISSUE

The real issue is paint's reactivity, its tendency to produce ozone. In fact, not all VOC's are created equal. Some have virtually no environmental impact whereas others can do significant damage. Many scientists contend that some VOC's are actually beneficial to the environment.

The American environmental bureaucracy has chosen to adopt the total VOC approach rather than the more scientifically sound reactivity approach simply because it is far easier for a bureaucracy to administer. The scientific community is well aware of the distortion created as a result of this decision. When reactivity is accounted for in the calculations, it is entirely possible to have a coating with a VOC of 300 which is kinder to the environment than another coating with a VOC of 10!



LET'S DO THE MATH

Every time a coating is applied, environmental damage occurs. There just is no such thing as a perfect paint that is totally free of environmental impact. It stands to reason that the fewer times a coating has to be applied over the life span of a surface, the less the negative impact.

Here's a little math problem: Coating A has a VOC of 100 and a life expectancy of 20 years. Coating B has a VOC of 25 and a life expectancy of 5 years. Which coating is, in fact, kinder to the atmosphere? Well, actually the effects are equal, but much more energy is required to manufacture coating B - and it will have to be applied four times more frequently! High performance coatings last dramatically longer than conventional formulations. The paints which are kindest to the environment are the paints that last the longest. And it doesn't hurt that they are arguably the most beautiful, economically efficient and the least expensive to use on an annualized basis.

THE ECO[®] SOLUTION

There are environmentally friendly, oil-based coatings which will yield the sheen, consistency and long-term durability of traditional solvent-borne oil paints. These "water-borne alkyds", developed in the Netherlands some thirty years ago, are essentially traditional oil paints that have been modified to include harmless water rather than solvents as the vehicle, and boast a low VOC. Fine Paints of Europe's ECO line is the most popular water-borne alkyd in America today.

Certainly, determining the real environmental impact of coatings is a complex scientific issue, which is frequently distorted for presentation to a well-meaning population who want to do the environmentally "right thing". An article appearing in the New York Times' Home Section made reference to the fact that domestic paint manufacturers are currently "furiously researching



technologies" in an effort to produce long-lived, environmentally friendly formulations. Their position is in marked contrast to that of several Dutch paint manufacturers who focused on environmentally friendly coatings more than two decades ago when the green movement was first being born in the Netherlands. We at Fine Paints are proud of the fact that Wijzonol, our Dutch manufacturer, has always been on the cutting edge of coatings technology.

Fine Paints of Europe has been at the forefront of the "green paint" movement in America since our founding in 1987. We are active members of the U.S. Green Building Council, and more than 75% of the paints we sell qualify for LEED[®] certification.* We remain committed to minimizing total environmental impact - it's the only approach that makes sense.

** All EuroLux[®] paints and primers and all ECO[®] paints and primers meet requirements for compliance with LEED[®] EQ credit 4.2: Low-emitting materials. The intent of this credit is to reduce the quantity of indoor air contaminants that are odorous, irritating and/or harmful to the comfort and wellbeing of installers and occupants. For information on U.S. Green Building Council, please visit www.usgbc.org. For access to most recent technical supporting documents prepared by Air Resources Board please visit: <http://www.arb.ca.gov/coatings/arch/docs>*



FINE PAINTS OF EUROPE RETAILERS

Fine Paints of Europe is proud to be represented by the best, well established paint retailers in the business. The average Fine Paints of Europe retailer has been in business for more than sixty years, and has carried our line for more than twelve years. The retailers who represent Fine Paints of Europe are real paint stores in which a client will receive first-class treatment and sound painting advice.

IF YOU DON'T HAVE A FINE PAINTS OF EUROPE RETAILER IN YOUR AREA, please call 1-800-332-1556 to enjoy the practicality and convenience of purchasing the finest paints from knowledgeable professionals in the comfort of your home or office. Our paint professionals are prepared to assist in every aspect of your project – from selecting the proper coating in the perfect color, to estimating exactly how much paint you require. Orders are shipped the day they are placed and delivered promptly by UPS. There is no sales tax on shipments to states other than Vermont and New York. If you prefer to order on-line, please visit www.finepaintsofeurope.com, and enjoy the convenience of 24/7 ordering.

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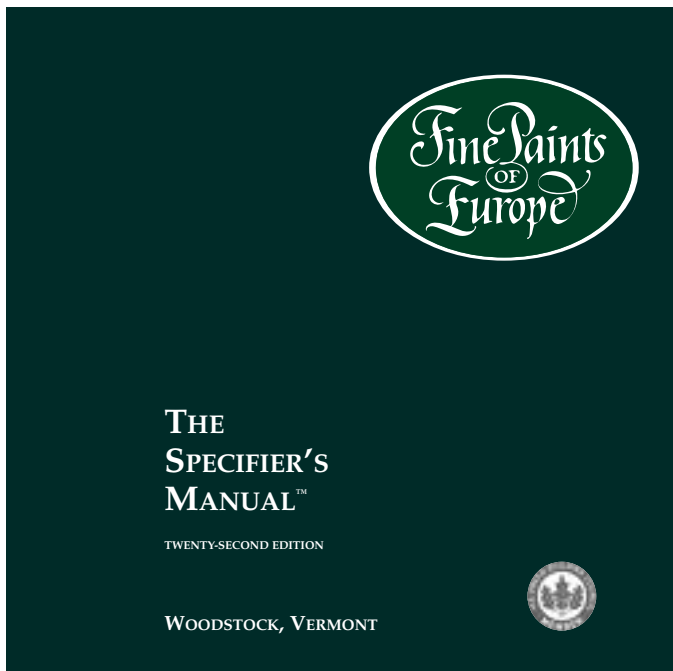


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