



THE COMPLETE CURE!

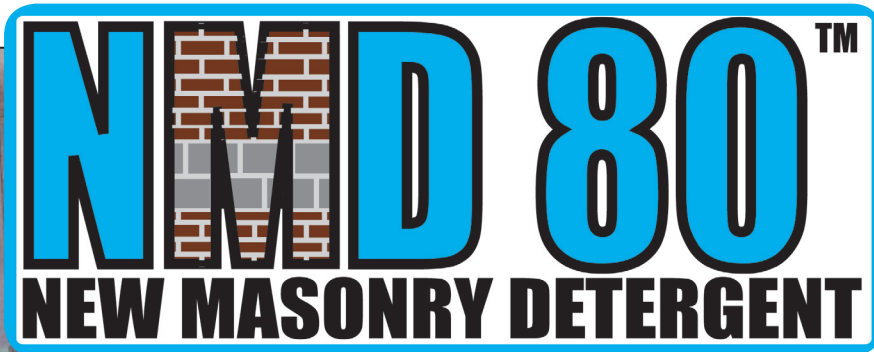
MONTHLY NEWSLETTER FROM EACO CHEM, INC.

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STILL THE ONLY CHOICE FOR NEW MASONRY CLEAN-UP



NMD 80 is still the only option for post construction clean-up. While the competition has a wide variety of products for burnished block or buff colored brick or red brick, EaCo Chem still has only one.

This is nothing new to you, however it is new to many manufacturers out there. The truth is finally coming out and more and more manufacturers of brick, block and stone are seeing the advantages. But it's not just the product that makes it the only option, it's the process as well.

The competition still insists that in order to properly clean new masonry, the wall must be saturated. This is said to prevent the chemical from penetrating deep into the surface and causing any unwanted damage. We totally under-

stand their concern. In fact, we agree with them if the chemical used is harsh enough to cause internal damage.

However, NMD 80 and the process look to penetrate into the surface to allow the chemistry to not only clean the surface, but to allow the chemistry to remove unwanted particles within the masonry. This penetration allows us NMD 80 to not cause clean-up efflorescence, vanadium, manganese or other post construction staining issues.

The process is simple enough!

- Lightly pre-wet or "flash" cool the surface;
- EC Jet apply the chemical to the entire drop to be cleaned (the EC Jet will dilute NMD 80 4:1 for you);
- After the first application of chemi-

cal, scrape the large chunks with a long handled scraper from the first 8' of the wall;

- Check smears and tags to see if they crumble easily (N type mortar generally only requires one application while harder mortars may require multiple applications);
- If needed, repeat the application to melt the remaining residue and extend the dwell time.
- Once the residue can crumble easily, begin rinsing, using the appropriate pressure, using long even strokes that overlap each other.

Remember to always read the product data sheet and instructions prior to using any chemical.

Using the right chemistry and the right process make all the difference!!!

INSTRIP - AT WORK IN CANADA!



In Toronto, Canada, InStrip was used to strip down this 1950's house that was converted to a fraternity house. The company that performed the work, typically soda blasts projects like this, but with the age of the brick, the fear was great that blasting would deface the brick and create an undesirable look.

The brick was a yellow wire cut brick, which made it even more difficult to strip. After testing InStrip, he was 100% convinced what he had to do - use it for the whole project. Within 30 minutes of being on the surface, a single application of InStrip successfully removed all the paint from the surface to allow the original face of the brick to be exposed.



Not only did InStrip work quicker than blasting may have, it was a far safer alternative to the building and workers. Once this project was complete, there was no remnant of the old paint anywhere.

Since then, the contractors have used InStrip on some other projects. While their specialty is blasting, they have found InStrip as a good alternative!

ARE YOU GETTING THE MOST OUT OF YOUR EMPLOYEES?

One common misconception employers have is that it only matters what they pay their employees. While this is has some validity, in today's society there are other factors to consider:

- ***Benefits*** - with rising health care costs, providing the best insurance can make a ton of difference. This may cost you a little more, but it is worth it.
- ***Paid time off*** - the pressure of getting the jobs done on time and accurately are very taxing on an individual. Providing them ample rest when needed will help keep them fresh and focused.
- ***Incentives*** - setting goals with rewards is not just for raising children. This technique can work very well with employees as well. Offering a gift card to a local restaurant for accomplishment can go a long way.
- ***Treatment*** - this may be the most overlooked factor in business today. The way employees are treated is a direct reflection of how hard they work, even if the money is less than the next company, being treated well will keep your employees going - for less!

These are just a few things to look at. Not everything listed can be in the budget and not every individual will treat their employees with respect, but to do n one of these can cost you dearly in the end. While any employee is replaceable, quick turn-over is never a good thing for business!

Your Story Goes Here!

If you have a story of success, we'd like to hear about it. Simply e-mail us the project details: project name, location, type (new construction, restoration, paint stripping), products and methods used. Include before and after pictures of your work.

If we're able to use your story in a future article, we'll give you product free of charge with your next order. It's just that simple!