



THE COMPLETE CURE!

MONTHLY NEWSLETTER FROM EACO CHEM, INC.

WWW.EACOCHEM.COM

(800) 313-8505

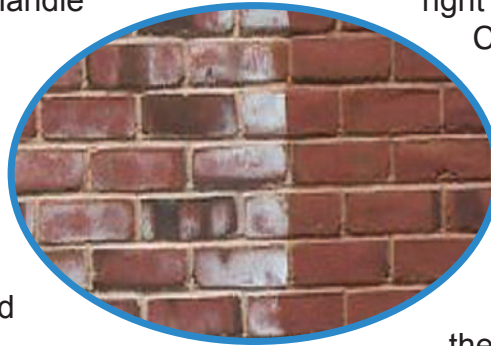
February 17, 2009

Are You Ready for Efflorescence?

With all the moisture around the country this season, efflorescence is bound to be more prominent than usual this spring. Are you ready to handle the increased demand for removal?

If not, let's start thinking about it. With the economy the way it is right now, any opportunity there is to generate additional revenue should be captured. The best way to do this is to anticipate what's going to happen and be prepared.

With our chemistry, you'll be ready for just about any situation that arises. Whether it's efflorescence, calcite, white scum or something totally different.



In order to combat this problem, you'll need just a few things in your bag of tricks starting with the right chemicals - EF-Fortless, NMD 80, Calcite Presoak and White Scum Presoak. With these four products, you'll be in a great position to handle just about any white stains that appear due to the extra moisture.

The key to successfully removing these white stains will be your testing.

Having the right chemicals and the right tools (spray bottle, pressure washer) will enable you to achieve success and prosperity in these difficult times. Don't let opportunity pass you by by not being prepared!

Looking to Certify Contractors!

A new initiative here at EaCo Chem is to start certifying contractors who regularly use our products. There are many reasons for this, starting with the reward it will bring the certified contractors in new business.

We have been working closely with many manufacturers around the country to get our products specified. We want to be able to offer certified contractors to support and assist these manufacturers when they need training or trouble shooting. This in turn will create more opportunities for those contractors to showcase their skills and get more jobs.

If you are a faithful EaCo Chem user, or just getting started with us, we want you on board. Please contact us to get more information on becoming a certified contractor in your area. There is no fee for becoming certified, only profits!



GOOD PICTURES MAKE ALL THE DIFFERENCE

Taking good “before and after” pictures is a great way to build your portfolio and stay focused on the future. This will allow you to showcase the work that you have accomplished to perspective clients, general contractors and property owners. Conversely, taking a poor picture can have the reverse effect.

Not everyone is going to take professional pictures. But if you follow some simple rules, you can take pictures that are good enough to help move you ahead.

1. Have the right equipment. Even the best picture will not look as high quality if you are using a low resolution camera. With technology being where it is today, a good quality digital camera will not cost you an arm and a leg.
2. Make sure the conditions are optimal. The best time of day to take a good picture is before 10:00 in the morning. This will give you adequate sunlight without a lot of glare.
3. Make sure your pictures tell a story, either the stain you are removing or the jobs degree of difficulty. After all, a picture is worth a thousand words!
4. Always get a good “before” picture. Once the job is complete, you will never be able to go back and get a picture of what you started with. Without that, there is no way to gauge the quality of your work.
5. Always have identifying marks in your picture. Without a landmark such as a spigot, window, downspout, etc., you will not be able to identify one area from another.

Taking good “before and after” pictures will really enable you to sell yourself for future jobs. Don’t let an easy opportunity slip through your fingers.

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, including project name, location, type (new construction, restoration, paint stripping), products used and methods. Also 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!

PRODUCT OF THE MONTH



Stripsol LO was developed to provide a powerful stripper for adhesives and paints from multiple surfaces, and still be odor free enough to be used indoors. Our great chemist, Debbie Spik, was able to create a low odor version of Stripsol that performed equally well, but without the harsh odor.

Much like Stripsol, Stripsol LO works very well when removing stains from decks and fences, as well as acrylics, acrylic latexes, polyurethane and other resin coatings. It will also remove curing compounds from concrete. So, whether your project is indoors or out, Stripsol LO should be your first choice!