



# QUALITY LEVELS

Quality levels of paint are apparent in their durability and performance characteristics. This is achieved through formulating wisely and using ingredients designed for particular applications.

There are four basic ingredients of which paint is made: pigments, resins, liquids and additives. Each type of ingredient plays a different role within a paint system.

- Pigment: Development of gloss/sheen, hiding, texture, color
- Resin: Adhesion, flexibility, durability, “glues the final dry film together”
- Liquid: Water or solvent to blend wet paint
- Additives: Foam control, drying control, preservative

Most ingredients have varying quality levels. For example, some resins have better adhesion than others do and some have better scrub resistance. It is important that the correct choices are made and the proper ratios used when creating paint formulas. You will know this by the characteristics of the paint. It should have good flow from the brush, not spatter off of the roller, appear smooth and clean, not stick to other surfaces once dried (door jams, drawers), have good hiding, and have good adhesion to the surface that was painted.

The term “solids” is often associated with paint. “Total Solids” is an indication of the amount of pigment and resin that is in the formula. The solids give you an idea of the amount of paint film that will be left after certain liquids evaporate. Therefore, the higher the solids value, the more paint will be left on the surface that has been painted. Solids values are usually expressed in percent.

When considering durability it is most appropriate to make comparisons within similar product types. For example, flats should be compared to flats not high-gloss paints. This is because each product type is designed to perform specific functions. A very durable, high-quality flat paints will touch-up but may not have excellent scrub resistance. At the same time, a durable high-gloss will have excellent scrub resistance but may not touch-up as well.

Please remember to use products as they were intended to be used. For instance, an Interior PVA should not be used for exterior applications. Although quality ingredients have been chosen for the interior paint, they are not designed to withstand the elements when exposed to exterior conditions. Similarly, a stain-blocking primer should not be used on ferrous metal because it will not be able to prevent rust from forming and will most likely peel.

There is an old saying, “You get what you pay for.” This is particularly true for paint. Well formulated paint and quality ingredients are valuable and worth the investment. You may seem hesitant to pay more for paint up front, however, the paint will be more durable, have better coverage, look better and last longer. If you buy cheaper paint, it will require more maintenance, may not perform as you expected and you will have to repaint more often which will actually cost you more money and time in the long run.