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Since 1926 – Manufacturer of Decorative and Protective Paints and Waterproofing Coatings

**HOW TO BE AN EDUCATED PAINT BUYER**

**COMPARATIVE PAINT SPECIFICATIONS (%)**  
**Vinyl/Acrylic Latex Flat Exterior/Interior – “White”**

<b>SOMAY</b> Product Designation	<b>Premium</b> <b>“High-Hide”</b> <b>#358</b>	<b>“Premium”</b> <b>Vinyl Acrylic</b> <b>#340</b>	<b>“Gator-Hyde”</b> <b>Vinyl Acrylic</b> <b>#127</b>	
<b>PIGMENT</b>				
Titanium Dioxide	22.31	14.28	10.78	* A
Silicates & Carbonates	<u>13.55</u>	<u>18.60</u>	<u>14.94</u>	
Total Pigment	<u>35.86</u>	<u>32.88</u>	<u>25.72</u>	
<b>VEHICLE</b>				
Resin Emulsion **	24.72	15.54	14.84	* B
Water	34.31	46.04	54.79	
Misc. Vehicle	<u>5.11</u>	<u>5.54</u>	<u>4.65</u>	* C
Total Vehicle	<u>64.14</u>	<u>67.12</u>	<u>74.28</u>	
<b>TOTAL PIGMENT &amp; VEHICLE</b>	100%	100%	100%	

\*\* Vinyl/Acrylic Resin Emulsion = 55% Solids

\*A In general, the more Titanium Dioxide used in the Pigment portion of a paint formulation, the better the paint, the better the coverage because of better hiding (both wet hide and dry hide), and the more expensive, because Titanium Dioxide is a very expensive pigment. Of course, as the % of Titanium Dioxide decreases, the Silicates and Carbonates, which are less expensive “fillers”, increases. To make less expensive paints, the manufacturer must substitute less expensive pigments (or fillers) to keep costs down. Therefore, while there is 10.78% Titanium Dioxide in #127, there is more than twice as much Titanium Dioxide, 22.31% in #358.

\* B In general, the more Resin (Solids) used in the Vehicle portion of the formulation, the better the paint. More resin provides better adhesion to the surface, more resistance to degradation from exposure to the elements, more durability, longer wearing, more resistance to repeated washings and less chalking. Thus while there is 14.84% resin in #127, there is 24.72% in #358, and the durability increases by more than 3 times. Of course, as the resin increases, the water decreases. While the maximum water in our formulations is 54.79%, some competitors, including the most recognized national brands, sell “cheap” paints which have as much as 70% water ... that’s the only way they can price their paints so cheaply!

3/5/2012

\* C Miscellaneous Vehicle includes such important additives as mildewcide, bactericide, fungicide, glycol, anti-freeze, film forming aids, driers, preservatives, coalescent agents, dispersants, defoamers and other very expensive additives. The manufacturer of “cheap” paints must leave out these additives or reduce the amount of them, because he cannot afford to put as much of them in less expensive paints as he can in more expensive, better quality paints. And by U.S. EPA regulations, the % of mildewcide permitted is based on the total resin solids; so the more resin, the more mildewcide, the more resistant the applied paint film will be to the growth of mold or mildew on the painted surface.

**PAINT PERFORMANCE CHARACTERISTICS**

<b>SOMAY</b>	<b><u>Premium</u></b>	<b><u>“Premium”</u></b>	<b><u>“Gator-Hyde”</u></b>
<b>Product Designation</b>	<b><u>“High-Hide”</u></b>	<b><u>Vinyl Acrylic</u></b>	<b><u>Vinyl Acrylic</u></b>
	<b><u>#358</u></b>	<b><u>#340</u></b>	<b><u>#127</u></b>
<u>Coverage</u> (sq.ft./gal.) @ 1 mil DFT	525 sq.ft.	414 sq.ft.	347 sq. ft.
(sq.ft./gal.) @ 2 mils DFT	263 sq.ft.	207 sq.ft.	174 sq.ft.
<u>Durability</u> – Exterior (approx.)	12 years	8 years	4 years
Price for Comparable National Brand	\$35.99/gal.	\$31.99/gal.	\$27.99/gal.
<b>SOMAY PAINT FACTORY</b>			
<u>“Cash &amp; Carry” Prices</u> (per gal. in 5’s)			
Finish Paint	\$19.99/gal	\$14.99/gal.	\$12.99/gal.
Primer Paint (#530)	18.99/gal	18.99/gal.	18.99/gal.
<u>Cost per Sq.Ft. per Application</u>			
@ Application of 2 mils DFT, 2 coats			
Finish Paint	\$0.08	\$0.08	\$0.08
Prime Paint (#530)	<u>0.06</u>	<u>0.06</u>	<u>0.06</u>
Total Cost/sq.ft./time painted	\$0.14	\$0.14	\$0.14
Paint in 12 years	One Time	Two Times	Three Times
<u>Total Cost of Paint</u>	\$0.14	\$0.28	\$0.42
per sq. ft. in 12 years			
<u>Cost of Labor</u> @ \$1.00/per sq. ft.	\$1.00	\$2.00	\$3.00
each time painted			
<u>Total Applied Cost</u> (Material & Labor)	\$1.14	\$2.28	\$3.42
per sq. ft. for 12 years			
<b>CONCLUSION:</b>	<b>Least</b>	<b>2 Times</b>	<b>3 Times</b>
	<b>Expensive</b>	<b>More Expensive</b>	<b>More Expensive</b>

**THE “PREMIUM” QUALITY PAINT IS THE LEAST EXPENSIVE OVER THE YEARS!**

\* Based on SOMAY's 3/5/2012 Net Factory-Direct Wholesale “Cash & Carry” Prices  
 PF-101-P-2012 3/5/2012