



Contact: Gordon Blickle, Director of Marketing
Gardner-Gibson, Inc. 813-248-2101
gblickle@gardner-gibson.com

New SMART™ Prime and Repair System Makes Painting Without Noxious Odors or Harmful VOCs Fast and Easy

Gardner-Gibson launches zero-VOC primer/caulk/spackling system

TAMPA, FL, (November, 2009) – This year’s continuing green painting trend takes a high performance twist with the launch of the SMART™ prime and repair system.

SMART™, manufactured by leading paints and coatings manufacturer Gardner-Gibson, promotes clean air for everyone. SMART™ Elastomeric Caulk & Sealant, SMART™ Stain-Hide™ Primer/Sealer and SMART™ Non-Shrink Wall Fix Spackling were formulated together to create a top-performing group of wall prime and repair products to make a complete VOC-free and odor-free project possible.

The SMART™ family of products contributes to healthier lifestyles by removing the harmful chemicals and odors, creating better indoor air quality. At a time when health is a major concern, SMART offers a better choice without compromising on performance.

SMART™ products also address the growing trend of asthma sufferers, people with allergies and other breathing conditions at home and in the workplace, with a line of products that emit no odors or harmful VOCs.

Citing a study by the American Lung Association, “one in four Americans—more than 60 million people—suffer from breathing conditions that make painting a concern due to chemical fumes,” noted Gardner-Gibson director of marketing Gordon Blickle.

“While there are finish paints on the market that address zero VOCs, until now the primer, caulk and spackling used to prepare walls for painting still contained high VOCs—making a completely zero VOC painting project impossible,” added Blickle.

SMART™ products, the first family of zero-VOC and odor-free prime and repair products, are fast drying and mold and mildew resistant, create an excellent paintable surface, and exceed high performance ASTM painting specifications, making them ideal for both home and commercial use.

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“The SMART™ prime and repair system will change the way consumers and contractors prepare to paint. Our company is the first to take the research and development, testing, modeling and processing steps to produce a family of zero-VOC products in this area,” said Morton Jones, director of research and development for Gardner-Gibson. “The development of these products was a priority for Gardner-Gibson as both professionals and consumers now demand zero-VOC paint preparation products, and we wanted to be the first company to offer these important innovations.”

“In the last year, the green painting category has grown to nearly 20 percent of consumer paint purchases, and the environmentally friendly products in the wall prep and repair category will follow this lead,” continued Jones. “With millions of people sensitive to paint’s irritating odors, including allergy and asthma sufferers, SMART™ products are perfect to prepare walls in a commercial or home setting while people are still working or living in the spaces. It’s almost turned painting into an “invisible process” with no odors. What a true benefit.”

SMART™ Elastomeric Caulk & Sealant is a premium, rubberized caulk. This crack resistant sealant has no harmful or irritating fumes, making it ideal for occupied spaces. SMART™ Elastomeric Caulk & Sealant is compatible with all latex and acrylic paints and can be applied to painted or bare surfaces. SMART™ Elastomeric Caulk & Sealant is available in a 10.1 oz white plastic tube, its MSRP is \$2.39/tube and the packaging is written in both English and Spanish.

SMART™ Stain-Hide™ Primer/Sealer is a premium, water-based primer. Its zero-VOC formula produces no harmful or irritating fumes and traps common household stains including fingerprints, water damage, ink, grease, dirt, smoke and wood bleed. SMART™ Stain-Hide™ Primer/Sealer is compatible with all latex and acrylic paints, and delivers true colors and enamel holdout. SMART™ Stain-Hide™ Primer/Sealer is available in a one-gallon steel can, its MSRP is \$23.99/gallon and the packaging is written in both English and Spanish.

SMART™ Non-Shrink Wall Fix Spackling provides a durable and long-lasting patch for damaged drywall. This virtually odorless spackle has no harmful or irritating fumes, won’t shrink or crack and requires no sanding. SMART™ Non-Shrink Wall Fix Spackling is available in a one-quart white plastic tub, its MSRP is \$7.99/quart and the packaging is written in both English and Spanish.

About Gardner-Gibson

Gardner-Gibson has been a leading manufacturer and distributor of roof coatings, driveway sealers, caulks and adhesives for more than 60 years. Products are marketed under the brands APOC, Black Jack, Sta-Kool, Gardner, Shur-Stik, Fields, ATCO and SMART brands. For more information, visit www.gardner-gibson.com.