



G8 APARTMENTS

PAINT STRIPPING MADE EASY, EVEN IN SOCAL

Commercial painting contractor discovers a product to save time and labor, and keep his crew safe in a market with stringent regulatory requirements and tight job margins.

Bill Seidel couldn't believe it when he got the call.

He could, of course, because he had seen this scenario play out so many times before. Another newly built high-rise in need of rehab work... already. But he never stopped being surprised at the early failures of buildings in LA — one where his firm, Streamline Finishes, thrives as a painting and finishing contractor for commercial construction projects.

This remediation involved a 2-year-old, 700-unit, six-story building occupying a full city block in downtown LA.

The problem? Paint had been applied to the plaster substrate too early. So, when the Southern California rains inevitably poured down, the moisture went through the joints and cracks, resolidifying the calcium chloride in the plaster and causing efflorescence everywhere.

"In Southern California, you can't use anything that generates silica... This product seems to solve a lot of that."

Bill Seidel

Struggling for a solution

After winning the remove-and-recoat job, Seidel tried 15 paint strippers before landing on one. But it had problems too.

"The alkali was so strong, and the product was so difficult to install that we ended up burning decks and guys' skin was getting burned," Seidel said. "It was an absolute nightmare product to work with."



So, he kept looking. "We tried grinding, sanding, stripping, medium-blasting, nothing would take this off without damaging the plaster," Seidel said.

Finally, a manufacturer's rep suggested using PROSOCO. Seidel ultimately selected **Safety Peel 1**, which would be safer for applicators because it doesn't contain methylene chloride or methanol.

Beyond that critical feature, the product offered several additional advantages Seidel valued; so many, in fact, that he couldn't say which one ultimately sealed the deal for the 6,000-gallon order.

Abundance of advantages

Many paint strippers require neutralization to restore proper pH balance and enable the paint to bond to the substrate. Safety Peel 1 does not require neutralization, which saved Seidel big in labor, time and money.

Guy Mazza, a PROSOCO regional sales manager, said skipping the step of neutralization is one of the most popular reasons for choosing Safety Peel 1.

"You're saving a whole step in the labor process, and labor is the majority of the cost of a project like this. Skipping neutralization can save upwards of 40% on labor costs per square foot," he said.

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A neutralizer isn't failproof either. Workers can miss a tiny spot here or there on the wall, causing the paint to fail yet again.

It's hard to tell whether a neutralizing product is covering the whole field, Mazza added.

Seidel wasn't ready for the risks and costs associated with neutralizing, but above all he preferred a product that was safer for his crew to apply and could be applied in large quantities.

“The time, the ease of application, the safety of the product and the workers handling it, there's a lot of pros to it,” Seidel said. “The speed with which we can install it, the reactive time in which it works. The containment is huge, and the neutralization is obviously a massive step. It has such great benefits.”

Between January and June 2018, Streamline Finishes crews applied between 200 and 300 gallons of Safety Peel 1 each day.

“The product is performing exceptionally well,” Seidel said in late April 2018. “We're doing it in sections with scaffolding, netting and shrink wrap, and taking on a city block at a time, one elevation at a time.”

Seidel noted a significant need for a product like this with the amount of high-rise work in LA, a market notorious for its environmental regulations.



"In Southern California, you can't use any medium-blasting or something that generates silica without dealing with the regulations," he said. "This product seems to solve a lot of that."

Mazza says he anticipates Safety Peel 1 becoming more widely used everywhere, and especially in regions with more stringent regulations, due to its environmental profile and myriad benefits.

High-rise rehab work in California and all along the West Coast continues to grow. For more information about Safety Peel 1 and our other products to save you money, time and labor, contact Customer Care at 1-800-255-4255, or visit www.prosoco.com.



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PRODUCT SPOTLIGHT: SAFETY PEEL 1

Safely removes paint, graffiti & clear coatings

Contains no methylene chloride or methanol

Doesn't require neutralization

Can dissolve multiple layers of paint with one application

Simple containment and disposal

8th & Grand

TYPE Rehab

LOCATION Los Angeles, California

AGE 2 years old

SIZE Six stories, 700 units

PAINTING CONTRACTOR Streamline Finishes



PROSOCO

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