



Fall/Winter 1994

ProSoCo news

Smithsonian's Freer Gallery of Art Preserves Its Most Valuable Masterpiece

The Freer Gallery of Art in Washington, D.C., the first Smithsonian Institution art museum, is an invaluable resource for the study and preservation of Asian and American art.

The Asian art collection housed at the Freer Gallery is generally acknowledged to be among the world's finest. In addition to masterpieces from Japan, China, Korea, Southeast Asia and the Near East, the gallery also houses a collection of 19th- and 20th-century American art. Included is the world's most important collection of works by James McNeill Whistler (1834-1903).

Since opening in 1923, the Freer Gallery has maintained a staff of art conservators devoted to developing new techniques for art preservation. For the past 75 years, the art world has looked to the Freer for methods of maintaining and preserving their most prized possessions.

The Italian Renaissance building of Massachusetts granite and Tennessee marble was designed by American architect and landscape planner Charles Platt (1861-1933). In 1988, the gallery geared up for a 5-year, \$26-million renovation.

A major goal of the project was to add modern amenities and more space for storage and study of the gallery's rapidly growing collection. Additional space was also devoted to the study of art conservation and technical research. Adding improved access to the gallery for the handicapped was also imperative.



Photo courtesy of Freer Gallery of Art/Robb Harrell

Completed in 1923, the Freer Gallery of Art contains a renowned collection of Asian and American art.

Another goal of the project was restoration of the building's interior and exterior stonework, carried out by Professional Restoration Inc. of Shady Side, Maryland, under the direction of Cole & Denny of Alexandria, Virginia.

Patricia Ghiglinio, owner of Professional Restoration Inc., says the first phase included repointing and cleaning all the exterior granite with Sure Klean® Restoration Cleaner. Over the years, the exterior had accumulated general atmospheric and isolated metallic staining which detracted from the building's appearance and obscured

much of the more important ornamentation.

The crew began the cleaning process by prewetting the surface. Then they applied Restoration Cleaner (diluted as determined during pretests) using low-pressure spray. After three to five minutes, they thoroughly rinsed the surface with clean water.

Isolated metallic stains were then removed using a stain remover which ProSoCo formulated for use at the Freer Gallery.

(continued on page 2)

Freer Gallery (continued)

According to Ghiglino, the restoration of the building's courtyard proved to be one of the more challenging aspects of the project. This task included the temporary removal and reinstallation of all existing stonework, including a four-ton granite fountain and surrounding stone walkway and steps.

Professional Restoration Inc. also repaired and cleaned the white marble facades in the courtyard to reveal the original carvings. Most of the cleaning was done with water. One portion, however, had such deep-seated metallic stains that it required a special Sure Klean® Marble Poultice to extract it.

As this slow-working nonacidic poultice dries, it pulls the stain out of the marble without damaging the polished finish.

During the second phase, Professional Restoration Inc. cleaned surface stains from the limestone and marble foyer, lobby



Photo courtesy of Freer Gallery of Art/John Tsantes

and corridor walls using Sure Klean® interior restoration cleaners.

After nearly five years of cooperation among myriad people, an expanded, improved and restored Freer Gallery reopened to the public in the spring of 1993.

Tom Yager, ProSoCo's regional sales manager in Washington, D.C., says

he is proud, and humbled, to have been a part of such a successful project.

"It was quite an honor for an institution, known for its art preservation research, to look to ProSoCo to restore and preserve its most valuable masterpiece, the gallery itself," Yager says.

ProSoCo Revamps Anti-Graffiti Product Line

With the introduction of the new Defacer Eraser® product line, ProSoCo revolutionizes and dramatically

simplifies the task of protecting building surfaces from graffiti attack.

Technology available for formulation of anti-graffiti products has continued to improve since ProSoCo introduced its expanded Defacer Eraser® product line nearly three years ago.

To take full advantage of the new technology, ProSoCo has devoted thousands of hours to developing and evaluating improved formulations of anti-graffiti treatments. The new and improved treatments are easier to apply and resistant to a wider variety of graffiti types than those previously available.

For more detailed information about the products in the revamped Defacer Eraser® product line, check the appropriate box on the attached business reply card.

ProSoCo unveils mildew cleaner

For years ProSoCo has tried to develop a mild, yet effective, cleaner for mildew stains. Those days are behind us.

Patrick McGreal, ProSoCo's laboratory manager, says, "BioKlean" fills a specific niche: It is highly effective on masonry and wood that are prone to biological staining in warm, moist climates."

BioKlean™ is a powdered concentrate, making it simple to ship and user-friendly. As opposed to bleach and other common biological stain removers, effluent generated by the use of BioKlean™ is nonhazardous with no special disposal requirements.

Check the appropriate box on the attached business reply card for more information.

Defacer Eraser®

Clean/ Remove	Improved Fast Acting Graffiti Remover
	Heavy Duty Graffiti Remover
	Improved Ink and Shadow Remover
Protect	Improved Graffiti Control
	New Sacrificial Coating
Maintain	New Graffiti Wipe



G·A·L·L·E·R·Y

Cambrian Institute (formerly Inco Club) **Sudbury, Ontario**

Project: Exterior concrete restoration
Architect: Castellan & Favot Architects Inc.,
Sudbury, Ontario
Contractor: Dircon Building Restoration,
Mississauga, Ontario
Distributor: CPD®, Concord, Ontario
Products: Sure Klean® 509 Paint Stripper,
Heavy Duty Restoration Cleaner,
BMC® 911 Primer and BMC® 75

Going global. Worldwide markets. These buzzwords of the '90s actually describe ProSoCo's strategy for the last few decades.

For 15 years, Construction Product Distribution Services (CPD®) has been a licensed formulator and distributor of ProSoCo products to the Canadian market.

Formed in 1978, CPD® manufactures and distributes a variety of quality construction products that meet local and international specifications.

CPD® has provided material for Canadian buildings such as The Hockey Hall of Fame and The York Club in Toronto, Ontario, and the Royal Bank of Canada in Amherst, Nova Scotia.

In the fall of 1993, CPD® provided restoration materials for the Cambrian Institute in Sudbury, Ontario. Erected in the late 1920s, the Cambrian Institute is one of the oldest structures in the city. Built without trucks, cranes, additives and modern concrete technology, the monolithic concrete building has stood the test of time.

Dircon Building Restoration, a leader in restoration contracting in Canada, restored the exterior of the Cambrian Institute.

Dircon first removed all the exterior paint using Sure Klean® 509 Paint Stripper followed by a thorough cleaning with Sure Klean® Heavy Duty Restoration Cleaner. Next, a two-part CPD®



(Left) After using pressure water rinsing equipment to remove the Sure Klean® 509 Paint Stripper and the bulk of the old paint, Dircon's crew scraped off the remaining traces.

(Below) The Institute's owners and townspeople alike are thrilled with their building's new look.



Polyamide Epoxy Adhesive and CPD® Fastcrete was used to repair cracks in the concrete. After priming with BMC® 911 Primer, the crew applied BMC® 75 Gray to the body and crowned it with Jade Green trim.

Martin Raus, Dircon's president, says his company, once again, received the level of service it has come to expect.

"With assistance from ProSoCo and CPD®, we color coded the building exactly to specifications," Raus says. "All of the restoration products used on this project worked flawlessly."

Raus also says he and the owners were delighted with the building's transformation.

"The client was elated at the outcome," Raus says. "We look forward to working with ProSoCo and CPD® on future projects."

9292 West KL
Avenue
Kalamazoo, MI



GALLERY

Project: Stripping and applying oil and water repellent
Contractor: Ace Cleaning Services, Griffith, Indiana
Distributor: Belden Brick & Supply, Grand Rapids, Michigan
Products: Enviro Strip™ #4, Weather Seal Siloxane WB Concentrate and Stand Off® Renew™

Although John D. Fetzer died in 1991, his spirit lives on in the Fetzer Institute. The Institute is committed to education and research of the body, mind and spirit to human health and healing.

The last thing the Institute wanted to do, when protecting their building earlier this fall, was use harmful chemicals.

According to Don Elzinga, owner of Ace Cleaning Services, the Institute carefully chose each product based on its performance and environmental friendliness.

Before weatherproofing, Elzinga's crew removed an acrylic coating from the granite walkways and driveways with ProSoCo's Enviro Strip™ #4.

Next, his crew weatherproofed all exterior granite and new concrete with Weather Seal Siloxane WB



Photo courtesy of Arcadia Photographics/Kalamazoo

The Fetzer Institute co-sponsored the popular 5-part Public Broadcasting Service (PBS) television series "Healing and the Mind With Bill Moyers."

Concentrate, diluted one part concentrate to nine parts fresh water.

The last step was protecting the Institute's parking and delivery areas from oil and related staining by applying Stand Off® Renew™.

Elzinga says he found the Institute's approach to this project refreshing.

"I appreciated the opportunity to work for someone so dedicated to doing things correctly, rather than cutting corners," Elzinga says.

Scrub up your act

ProSoCo is launching a brand new product — Scrubs In-A-Bucket™.

A heavy duty, waterless, nontoxic hand and tool cleaner, Scrubs™ easily removes grease, oils, tars, inks and adhesives.

Scrubs™ contains special ingredients that soothe and promote healing for hands subjected to the rigors of working with masonry, mortar and cement.

Scrubs™ comes in a plastic bucket with a gripper dispenser mouth, allowing one-at-a-time dispensing.



Sink-free,
on-the-spot
cleaning —
anywhere,
anyplace,
anytime!

For more information on Scrubs™, check the appropriate box on the attached business reply card.

The news articles included in ProSoCo News represent factual reporting of methods that some contractors have found effective. They are not intended to be a company endorsement of procedures but merely as possible alternatives in individual situations. Additionally, the use of photographs does not constitute an endorsement of the products.



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BMC®

911 Primer — Formulated for use with BMC® 75 and BMC® 95, this low-solids siloxane provides excellent water repellency and improves adhesion of BMC® coatings.

75 — Breathable Masonry Coatings create a durable and attractive paint finish that will not peel or blister. BMC® 75 maintains 75% water vapor transmission, provides excellent water repellency and is UV-stable.

SURE KLEAN®

509 Paint Stripper — This fast-acting paint stripper removes high-strength paint and clear coatings.

Heavy Duty Restoration Cleaner — This concentrated cleaner removes built-up grime from brick, granite, marble, sandstone, terra cotta and exposed aggregate concrete.

Marble Poultice — This nonacidic blend of detergents and clay absorbs oil, dirt and other deep-seated stains from polished and unpolished natural stone.

Restoration Cleaner — Removes heavy atmospheric stains from brick, granite, marble, sandstone, terra cotta, exposed aggregate concrete and many other surfaces.

Weather Seal Siloxane WB (concentrate) — A high-quality silane/siloxane water repellent, this VOC-compliant concentrate is ideal for vertical and horizontal surfaces.

DEFACER ERASER®

Improved Fast Acting Graffiti Remover — Quickly removes graffiti from unprotected surfaces within 15 minutes.

Please forward information on the following:

- | | |
|---|--|
| <input type="checkbox"/> BMC® | <input type="checkbox"/> DEFACER ERASER® |
| <input type="checkbox"/> 911 Primer | <input type="checkbox"/> Improved Fast Acting Graffiti Remover |
| <input type="checkbox"/> BMC® 75 | <input type="checkbox"/> Improved Graffiti Control |
| <input type="checkbox"/> SURE KLEAN® | <input type="checkbox"/> New Graffiti Wipe |
| <input type="checkbox"/> 509 Paint Stripper | <input type="checkbox"/> Heavy Duty Graffiti Remover |
| <input type="checkbox"/> Heavy Duty Restoration Cleaner | <input type="checkbox"/> Improved Ink & Shadow Remover |
| <input type="checkbox"/> Marble Poultice | <input type="checkbox"/> New Sacrificial Coating |
| <input type="checkbox"/> Restoration Cleaner | <input type="checkbox"/> MISC. |
| <input type="checkbox"/> Weather Seal Siloxane WB | <input type="checkbox"/> BioKlean™ |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Enviro Klean® Enviro Strip™ #4 |
| | <input type="checkbox"/> Scrubs™ |
| | <input type="checkbox"/> Stand Off® Renew™ |

☐ Please have my ProSoCo representative contact me.

Name and Title _____ Phone _____
 Company _____ State _____
 Address _____ Zip _____
 City _____

PS-11784

ProSoCo Products (continued)

Improved Graffiti Control — One-component RTV silicone prevents graffiti staining of treated surfaces. Removes graffiti with Graffiti Wipe and cold water rinse. Improved formulation substantially lowers cost and improves performance.

New Graffiti Wipe — Removes graffiti from: surfaces protected with Graffiti Control or Sacrificial Coating; unprotected, nonporous surfaces; and most painted surfaces. Environmentally safer and more user-friendly than most conventional graffiti removers.

Heavy Duty Graffiti Remover — Cuts through heavy accumulations of graffiti or graffiti that has been "hidden" with conventional paint coatings in one application. Designed for use with Defacer Eraser® Neutralizer.

Improved Ink and Shadow Remover — Extracts deep-seated ink and paint shadow stains from masonry. Improved formulation enhances mixing and application characteristics, improves performance.

New Sacrificial Coating — Provides ideal graffiti protection for painted, porous and nonporous surfaces. Graffiti is removed with high-pressure hot water or with Graffiti Wipe and cold water rinse. Water-based/VOC-compliant. Available in SC-1 (water thin) and SC-1X (thickened) formulation.

MISC.

Enviro Klean® Enviro Strip™ #4 — This gelled paint and coating remover requires no surface neutralization and adds no toxic or reactive characteristics to waste.

Stand Off® Renew™ — VOC-compliant Renew™ restores or enhances the oil repellency of surfaces previously treated with penetrating water repellents.



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