

# DUCKBACK PRODUCTS

What's New at Duckback . . . Lots!

July 2009

## in this issue

- :: DFS Stain & Sealer
- :: Customer Service Corner
- :: EPOXACRYL Solid Color Concrete Stain
- :: FAQ's

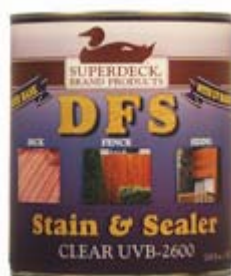


We hope you are familiarizing yourself with the upgrades to the Duckback [website](#). We have added many new features including this newsletter we hope that you find the information useful. Please feel free to [send us](#) your ideas and thoughts as to how to make this newsletter a useful tool for you.

Our goal with website upgrade was to make it easier to navigate to products, use instructions or your favorite spot, the dealer locator. We also added features such as our media kit and formula guides. With special sections dedicated to you our dealers, and other professionals we can provide more directed information that will help the user find information they need. We have also upgraded the overall look of the site making the visit more enjoyable and rewarding. Please take a tour and let us know what you think.

## DFS Stain & Sealer

Along with the website upgrades you may have noticed a couple of new products. DFS (Deck, Fence, Siding) Stain & Sealer is the new addition to our Superdeck Brand Products line. This **clear** product is water based and contains an ultra-fine resin for excellent penetration.



One coat is all that is needed to protect wood as this product meets the federal specification for water repellency. DFS is tintable with up to four ounces of colorant and formulas are available to tint to three beautiful and popular wood tones. This water based product can go on damp wood allowing customers to clean and coat all in the same day, making it an ideal product for markets where moisture is a constant concern. Click [here](#) for more information or [contact us](#) and we will have your Regional Manager contact you with details.

## EPOXACRYL Solid Color Concrete Stain

New to our Mason's Select Brand Products family for concrete is our new Epoxacryl Solid Color Concrete Stain. This product offers the best of both worlds as it is an Acrylic stain fortified with Epoxy. Customers will enjoy the durability of the epoxy component and the ease of an acrylic. This is not a two-component product; instead customers apply two coats of the same product. Epoxacryl is durable enough for garage floor use, and is perfect for driveways, sidewalks, patios, and concrete floors. Epoxacryl comes in five beautiful colors that are ready to use and they double as tint-bases allowing you to tint to an additional 51 colors. Click [here](#) for more information or [contact us](#) and we will have your Regional Manager contact you with details.



## Customer Service Corner

As we all know, this year has been very challenging. Industry statistics have architectural coatings sales down anywhere from 10-20% in gallons down from last year. This is across all sectors including DIY, Commercial, Residential Repaint, New Residential, etc. But recently we have seen an uptick here at Duckback Products and are cranking up our production to make sure we can fill all of the pent up demand and back fill the low inventory levels at retailers and wholesalers. As a "maintenance product line", we are seeing people maintaining their investments more, such as cleaning, brightening and re-staining their projects. As a dealer, sell the benefit of maintenance as a key investment for the future and make sure you have adequate supplies of your top sellers. Also, **always** feel free to [contact us](#) for any questions, or suggestions. We are here to be of service to you, our retail partner!

## FAQ's

Q: When is a good time to stain my deck?

A: The ideal time to stain is early morning hours or late afternoon after the surface to be stained has cooled. Do not apply Superdeck stains if the surface is hot to the touch or rain is imminent.

Q: What is the best way to apply Superdeck stains?

A: Brushing using natural bristle brushes is the best method of application. Brushing works well on all surfaces and provides smooth and even coverage. Airless sprayers are preferred for larger jobs. When spraying use the lowest possible setting and a large orifice tip to obtain a reasonable spray pattern and to avoid a fine mist. Don't forget to back brush after spraying to eliminate pools and puddles and work the product into the wood.

## Coming Soon. . .



### EPOXACRYL Decorative Color Flakes/Chips

Epoxacryl Decorative Color Flakes/Chips are for use with Epoxacryl Solid Color Concrete Stain to enhance any project. When sprinkled/broadcasted on a freshly coated (wet) surface Epoxacryl Decorative color Flakes/Chips bond with the wet stain becoming a permanent part of the finish. Top it off with two coats of Mason's Select Clear Sealer, Gloss or Satin. Check our [website](#) often for a more information or [contact us](#) and we will have our Regional Manager contact you with

details.

Duckback Products is committed to being your supplier for a complete line of premium quality exterior coatings. If there is a market niche we are missing please [let us know!](#)

Sincerely,

Duckback Products