

# the **Paint Dealer**

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dedicated to the retail paint market

## NHS: Roll Up A Winner



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# Paint History 102

Paint companies new and old are more than just product for sale—they're part of our culture and history.

**Even** with buyouts, mergers, and acquisitions, there's still plenty of history and legacy to go around. There are still stand-alone companies that have a proud history, and often, acquiring companies are proud of the history of the brands they've taken on. And it's still possible for a brand new company to start up and make its own mark on the industry. As the world changes, old ways of doing,

BY editor  
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selling, marketing all move on. It's hard to be successful in 2011 if you're operating by 1985 rules. Still, many accomplishments and practices from old days still impact what's going on today; it's because someone had a vision in 1905 that many people can carry on their visions today. Plus, as you'll see, it gave us a chance to look into sports and popular history.

Just an aside, the hardest part about this editor's job? Remembering which companies are hyphenated and which aren't.

## MURALO STARTS OUT A WINNER

1894 saw the New York Giants win the Temple Cup in the National League Championship series, the publication of the song "Sidewalks of New York," and the founding of The Muralo Company on the sidewalks of Staten Island.

The company grew internationally, and by World War II it was the largest water-based paint company in the world, with plants in Staten Island, Los Angeles,

Chicago, Australia and South Africa.

Muralo has been part of the Norton & Son family of companies since 1955. Norton began with four people in 1944 and has over three hundred employees today. It has acquired a number of companies, the most recent of which is the Graham Paint & Varnish Company of Chicago.

Muralo has made several long-standing contributions to the industry both in paint and sundries.

1927 again sees a New York team take the series, plus it saw the creation of Spackle®, a registered trademark of the Muralo Company. The original dry powder product (to be mixed with water by the user) was brought to market in 1927, then patented and trademarked in 1928. (Yankees, led by Ruth and Gehrig, in four.)

1952, Yankees take Dodgers in seven, Muralo becomes the first independent paint manufacturer to make latex emulsion.

In 1983 there was research going on in the spackling department. R&D discovered that the use of hollow glass bubbles permitted filling and resurfacing damaged areas in one application without any shrinkage or

cracks. Dealers saw it come to market as Spackle® Lite. No Yankess, but the New York Islanders win the Stanley Cup.

In 1992 the company launched its line of Ultra Waterborne interior finishes. These paints are based on a proprietary fine particle size waterborne styrene-acrylic resin and ceramic microsphere technology—pioneered by Muralo. Popular culture reference? *Home Alone 2: Lost in New York*. Definitely rather have the paint.

"Muralo continues to invest heavily in R&D," says the company's Danielle Martin. "In the past few years we've introduced several innovative products into the market. These include:

- NanoKote Ceramic Paint (which uses nanotechnology, provides a mold & mildew resistance to the paint

film and protects against water marks).

- Endure 100% Acrylic House Paint (which can be applied to temperatures as low as 35°F).

- Breathe Safe Zero VOC finishes and most recently Hide It®, a new line of super strength colorants.

Muralo also makes its own resins, which allows the company to cater to very specific market needs," Martin concludes.

The Muralo brand is still distributed exclusively to independents. [muralo.com](http://muralo.com)



Photos from the Muralo archives.

OUR DECORATIVE AND SANITARY WALL COATINGS

In this folder we have endeavored to demonstrate in a systematic way the artistic and beautiful effects that can be obtained by the use of our calcimine and wall colors, and the samples as shown herein are the actual material spread on paper with an ordinary calcimine brush and painted above the ground line.

Today the decoration of the home is a matter of vital importance, far more than it was in the old days when wall paper and gaudy oil paints were in full vogue, and our advanced artistic compositions now demand a greater individuality in interior decoration, whether it be in our modest home or the cosmopolitan apartment.

It is quite possible to have color schemes developed at our personal suggestion and our walls finished in shades to blend with the furnishings, which was not attainable in the old wall paper days.

There is no question that the whole improvement in the method of interior decoration is due to the introduction of our perfect cold water calcimines, which permits the Decorative and Painter to give the artistic and effective interiors so much desired.

Speaking of the painters and other workers in the manufacture of water paints and calcimines, we have made a liking study of this particular line, and the fact that our products are used universally wherever the best work is being done is attributable to their high grade quality.



### Color is looking up!

Muralo's Ultra Ceramic Waterborne Interior Finishes are the exclusive carrier of the Michelle Winick Color Collection, which recently made its debut at three New Jersey dealerships. You're probably asking an important question—who's Michelle Winick? An experienced decorative painter, Winick is a well known New Jersey-area decorator with an extensive knowledge of paint products and interior design; well-known enough that her color card launch was featured in the *North Jersey Record*. Winick routinely works with prestigious, high-end builders to



ensure that the best qualities of a home are brought out through paint color.

Michelle offers “clean, fresh colors that work,” along with the idea that you should treat the ceiling as a surface, a “fifth wall,” to be painted—not something that tradition and in-laws demand you leave white. “Each color in the collection has a coordinating trim & ceiling color designed to work with everyday environments,” says Winick. Since you're mostly selling color for an every-day environment, why not spend the extra few hours to integrate the ceiling into the color scheme? It saves customers hours of agonizing over trim colors, and it saves you hours of watching it. Plus, it lets you sell another gallon.

Winick's color cards use real paint, too, and like many new color collections, she helps customers steer clear of winnowing down 1,000 1x1 color chips in hopes of finding their own personal timelessness. If you're interested in finding out more or carrying this collection in your store, please visit [muralo.com](http://muralo.com) or [michellewinickdesign.com](http://michellewinickdesign.com).

