

CAULKING Inside and Out



Nearly every painting project can benefit from caulking, and you can benefit from the extra revenue that caulk sales can add to your business. With that in mind, here are some tips to pass on to your customers.



Use Caulk to Weatherproof Exteriors

Advise your customers that while exterior caulking helps keep the outside air where it belongs, it also keeps in costly heat and air conditioning. Caulk also creates a vital barrier at gaps and joints to keep out rain, snow and moisture.

Suggest that your customers use caulk in these exterior areas:

- where door and window frames meet walls
- where different building materials meet (e.g., brick and wood)
- where siding meets the foundation
- on corner joints in wood, vinyl siding or aluminum siding
- wherever there are cracks or gaps in masonry
- around vent ducts and other openings for wiring or plumbing

Use Caulk to Finish and Protect Interiors

Every home interior has plenty of gaps — between walls and floors, where moldings meet walls, and where pieces of molding come together. Because paints can't fill gaps larger than 1/16", suggest that your customers caulk these gaps for a better-looking finished paint job.

Some of the areas where your customers may want to apply caulk include:

- around chair rails, baseboards and crown moldings
- around window and door frames
- on molding, where there are mitered corners or seams
- to fill wall cracks

Inform customers that they can also use caulk to protect their bathrooms and laundry rooms from water damage by properly caulking around sinks, bathtubs, shower stalls and toilets.

And, for those who are painting their kitchen, suggest that they apply caulk to the following areas:

- where the countertop meets the splashboard
- where the splashboard meets the wall
- where the sink meets the countertop

Choose the Right Caulk

Although some caulks are formulated for specific applications, **inform your customers that a top quality, water-based, all-acrylic or siliconized acrylic caulk will perform well in most places.**

These types of caulks are very flexible, which helps them withstand some movement without cracking. They adhere tightly to most surfaces. And, they're very durable, both inside and outside the home.

These caulks are also formulated to have excellent resistance to mildew and dirt pickup. In addition, they come in a variety of colors, are paintable, have low odor, and are easy to "tool," using just a wet finger.

One final tip: Be sure to recommend that customers buy a top quality caulk. These products cost only 50 cents to a dollar more per tube, yet perform much better and last considerably longer than ordinary caulks.

