

BRUSH STROKES

Company Newsletter

Editor: Stephen Dietrich



Protect your investment

As exterior painting contractors and preservationists, we are privileged to work on what is typically one's largest investment. Our role is to protect and beautify that investment. Periodic repainting and maintenance painting are proven policies to ensure your home's architectural integrity.

Old or failing paint can compromise the surface they protect. For example, if you see peeling paint on a window sill or railing, there may be more going on than meets the eye. Aged caulking can be equally disastrous. When

moisture gets behind your wood trim, there are probably going to be issues, unless your trim is hardwood or a composite material.

Lancaster and the entire mid-Atlantic region have a wide range of climactic conditions. From blistering afternoon sun in July to sub-zero mornings in January, we get it all. That is particularly hard on paintjobs. Additionally, the humidity and moisture, especially in wooded environments, helps feed mildew – a sworn enemy of a home's exterior. Much like a car, or piece of equipment, maintenance is the key to longevity. You wouldn't miss an oil change, so why would you put off painting another year?

As professionals, we ap-

proach each job individually. There is no "one size fits all" when it comes to home maintenance. We come and assess your needs, and your wishes, and come up with a solution that fits. It may be a maintenance painting; it may be a full repaint. There may be carpentry, there may not. But when it's done, you have the assurance that it is done right!

By repainting your home, you also have the opportunity to dramatically change the overall appearance of your home. Perhaps you have been living with the previous owners' color scheme, or maybe you are ready for a change. Either way, we can help you make those decorative decisions. Be mindful of deferring maintenance too long. The cost of protection is a lot less than the cost of replacement. Have us come out and assess your needs. You'll enjoy the professionalism and experience that 21 years in the business brings!

Referral Program

Referrals are the lifeblood of any good business. If someone has enough faith in your services to recommend you by name to another,....that really says a lot! We have been so fortunate to have a **very high** percentage of repeat and referral projects. As a thank you and an incentive to our clients to "KEEP IT UP", we are offering a \$25 check to anyone who refers a friend or colleague and they choose Ville Painters as their contractor. We have many who do so and we want to reward them. If we've been good to you, share the experience with another. Thank you!

Here's what people are saying!!!

*Working with Marc & Rick was a pure pleasure. We love our new colors
THE FULLERS*

*We are so pleased with our kitchen. The paint looks absolutely perfect and the service was excellent. Thank you!
JILL LASKOWITZ*

TIME TO SAVE \$\$\$

Now is the best time to save! As an incentive to our clients to book work now, we are offering incredible savings off our standard labor rate. Think of it as a stimulus package for your home. For any interior work scheduled in February, you will receive a 15% savings. This also applies to much needed maintenance on the exterior as well. For any 2009 exterior projects contracted in February, you will receive a 5% savings. Wait no longer to invest in your home. Call us!!

**15% Off
Interiors**

**5% Off
Exteriors**

Interior Décor - Faux and Wallcovering are still alive and well

For a while we were seeing a drop in the number of wallcovering projects and faux opportunities. That is not the case right now. With the "green" revolution in 2008, lot's of folks are choosing earth-tones and neutrals. And now, there is a new resurgence of these time honored options.

Faux finishes have been around for centuries. Faux, meaning false, replicates surfaces that cost much more, such as burlled walnut, granite, or aged plaster. There are a myriad of options that our

artisans can offer you. When faux gained popularity, the wallcovering industry suffered greatly.

There still are some disadvantages to papering your space. Stripping wallcovering and preparing the walls can be a daunting task.

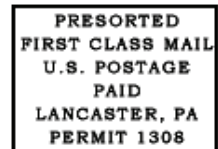
However, as professionals who do this weekly, we know the tricks of the trade. Manufacturers also have been designing stunning new patterns that bring new life to a tired old room! My advice is not to pick a room for paper, but when a paper strikes you, find a room it fits!

The advantage of choosing faux or paper as an option is that it allows you the opportunity to apply your own taste and style to your space.

Other advantages include wash ability, and in the case of faux finishing, virtually unnoticeable touch-ups. Recently we went back to a 2004 faux project to fix a new hole in the wall. We were able to restrict the work to a small diameter around the damage and fix the issue with ease. The new finishes and patterns available today can surely stir you imagination!!



220 East Madison Street
Lancaster, PA 17602
717-396-1176



Thank you for making us one of the top 4 contractors in Lancaster County Magazine's "Best of"!!

E-mail Us! We are extending our e-mail contest for 1 week. The winners will receive 8 hours of painting absolutely free! All you need to do is submit your e-mail to our address at info@villepaintersinc.com. We'll enter you in the drawing that will now take place on Valentines Day. What a sweetheart of a deal!!

Tips for Homeowners

- ☑ Walk around your property and inspect areas where caulking may be failing or direct sunlight & moisture may be taking it's toll.
- ☑ For your Kitchen - a low cost solution to the same tired look may be as simple as painting the cabinets. Perhaps a new backsplash and a countertop as well. We can do it all!