

MIXING Technology in Paints

Advancements allow Hawaii painters to offer more options to clients for both interior and exterior coverings

BY JACKIE M. YOUNG

Some in the painting industry may claim “paint is just paint,” but the experts disagree. “Paints can be used for more purposes than just aesthetics and protection on residential, commer-



Maui Eldorado Resort in Kaanapali repainted in 2019 with Regency Exterior paints.
PHOTO COURTESY AMERITONE MAUI

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cial and industrial properties,” says Dean Nagatoshi, executive director of the Painting and Decorating Contractors Association of Hawaii (PDCA).



Dean Nagatoshi

“Due to recent advancements in technology, paints can serve other purposes not considered before.

“For locations that experience unpredictable rainy weather conditions that make exterior painting difficult, water-resistant paint has been developed to prevent the newly applied paint from washing away, should unexpected rain showers occur.

“For car paint technology,” Nagatoshi adds, “sound-absorbing paint has been developed to give drivers a quieter driving experience.

“While still in the research and development phase, solar paint may someday allow you to transform your building into a renewable energy generator. This could be a game-changer, if and when it hits the



Benjamin Moore’s Scuff-X is a proprietary paint engineered with cutting-edge protection against scuffs. PHOTO COURTESY HPM BUILDING SUPPLY

consumer market.”

Mel Rosario, painting estimator and supervisor at David’s Custom Roofing & Painting Inc., says “heat-deflect-

ing coatings and paints are popular to reduce cooling costs to our properties, and are also a more durable paint system that lasts longer in our moldy/



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mildewy/humid/hot environment. There are more customers asking about this type of paint and coatings in their estimates.



Mel Rosario

“Because these coatings are more expensive, as a cost-efficient way to protect their homes, they will opt to just paint a specific wall or area with the specialized coating, and paint the remaining areas using normal paint products.”

Rosario recommends frequent washing and painting in Hawaii’s tropical and moist weather—especially in parts of Oahu that are wetter—like the windward or central areas.

“The general rule of thumb is to wash yearly ... and paint at least every four to six years, especially in areas of the island where there is a higher incidence of wind and sun damage.”

—Mel Rosario

“For homes that are along the shorelines, paints endure a beating from the salt air and heat from the sun. This causes more peeling, rusting and bubbling to a home’s exterior. The general rule of thumb is to wash yearly using a mixture of Jomax, bleach and TSP cleaner, and painting at least every four to six years, especially in areas of the island where there is a higher incidence of wind and sun damage.”

Paints and paint products are becoming more specialized, according to Joni McGinnis, sales representative at Ameritone Maui.

“A few years ago, Zinsser introduced a primer that could kill mold

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and mildew,”
McGinnis says.

“Mold Killing
Primer is a water-
based primer
that contains an

EPA-registered anti-
microbial to prevent
the growth of mold,
mildew and other fungal organisms on
the paint film. It can be used to paint
over and kill mold and mildew prior to
painting.

“This is a time-saver, since you
wouldn’t need to treat existing mildew
prior to painting.”

The newest trend for interior and
exterior paints is low-sheen products,
says Diana Ancog, paint manager in

Kona for HPM
Building Supply
on the Big Island.

“Satin, eggshell and
matte sheens have
replaced semi-gloss
as the most-ordered
paint for both interior
and exterior
applications,” she
says.



Diana Ancog

“Benjamin Moore’s new Scuff-X
interior paint has also been a popular
choice on the Kona Coast. This is a
proprietary scuff-resistant formula.
You can scuff a mallet across a wall
and see no marks. This is a great benefit
for residential homes, as well as
for Hawaii’s tourism industry where
maintenance in high-traffic areas is a
concern.”

According to Ancog, some of their
clients using the Scuff-X product
include the Mauna Kea Beach Hotel,
the Hapuna Beach Prince Hotel and
various restaurants and residences.

“We are also seeing a demand
for zero-VOC (volatile organic
compounds) interior latex paint. Zero-
VOC paint does not release solvents
into the air as it dries,” she says.

“While typical paint colorants
require certain chemicals that weaken
paint—making it thinner and more
difficult to apply—Benjamin Moore’s
exclusive Gennex color technology is a
zero-VOC colorant that instead fortifies
the paint, making paint colors last
longer in Hawaii’s unique climate.”

For other areas, Nagatoshi from
PDCA says elastomeric wall coatings
are the most popular products to



Joni McGinnis



Painting, carpentry and spall repairs were performed by Kawika's Painting Inc. at UH's Waahila Faculty Housing in 2019.
PHOTO COURTESY KAWAKA'S PAINTING INC.



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protect vertical concrete surfaces.

“The waterproofing capability of an elastomeric wall coating will prevent moisture from entering the concrete and causing corrosion to the metal rebars in the concrete,” he says.

“Elastomeric roof coatings have been used for years to waterproof existing metal and built-up roofing systems. There is a cost savings, since elastomeric roof coatings can be applied over the existing roof, thereby extending its life and avoiding the cost of removal and installation of a new roofing system. The coating will reflect heat and help keep the interior of the building cool.

“Silicone roof coatings are now being used more extensively, due to their resistance to ponding water, and the ability of the silicone coating to maintain a clean appearance.”

But Steven Peterson, estimator and project manager for Kawika’s Painting Inc., notes a concern about fluid-applied roof coatings. “One drawback is, of course, the extremely intense brightness which is not always desired,” he says. “The reflectivity of the white

roof coating reduces heat. However, there are now cool paint/roof products that come in a variety of colors, and compared to previous products, are much more heat-mitigating.”



Steve Peterson

Peterson also describes the differences between membrane and non-membrane roof coatings: “The membrane coatings seal the existing roof. If there are seams, joints or cracks these will achieve a sound, sealed surface to keep out water and the environment. But some clients are willing to consider the benefits of the non-membrane roof coating, such as increased heat reduction in non-white colors, as well as greater color retention.

“Certain manufacturers recommend in some cases that these two product types can be used over the other—for an increased reflectivity, with an additional hardness to the finish to provide more durability.”

In larger settings, Nagatoshi says concrete parking decks and lanai floors are usually coated with Polyurethane Vehicular or Pedestrian Deck Coating Systems. “These materials usually require some time to fully cure and harden. The Deck Coating’s main purpose is to waterproof and prevent moisture from entering the concrete and causing corrosion to the rebars. Both of these coating systems have the ability to stretch with movement of the surface they are applied to.”

Finally, for hot sidewalks such as those in Hawaii which can measure up to 140 degrees Fahrenheit, PPG Industries Inc. has developed a special paint, according to Nagatoshi.

“New technology has allowed for the development of paint that will allow heat to pass through the top layer of paint, thereby creating a significant drop in the surface temperature of the sidewalk,” he says.

So the right choice of a new paint or coating could help create a much more livable environment for those of us here in the Islands. 🏠

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