



Interior FINISHING

Green

is the word. For the past few years it seems everywhere we turn someone is talking about green this or green that. In the construction industry, being green can encompass anything from indoor air quality to how excess building materials are disposed. The truth is, being green isn't just about being trendy or charging customers more, it's about the health and well-being of both the PROs working on the construction project and the building's occupants.

As winter approaches and construction projects shift from outdoors to interior finishing work, PROs can take the opportunity to examine which products they are using and whether or not they are working in a safe, healthy environment. While traditionally solvent-based products have been the adhesive of choice, latex-based products provide a range of benefits including better indoor air-quality and fewer necessary safety precautions such as ventilation and shutting-off electrical equipment.

LIQUID NAILS® Interior Projects Construction Adhesive is a high strength, latex-based product that is non-flammable, low odor and is certified to the GREENGUARD Children and SchoolsSM standard for low-emitting materials. What does this really mean? This adhesive is an ideal product for use in areas which may have occupants nearby, such as in renovation work.

In terms of performance, use of LIQUID NAILS Interior Projects Construction Adhesive helps to provide a longer lasting, more durable installation. Push aside the notion that solvent-based adhesives are more effective. Advancements in technology have armed latex-based adhesives with the same strength as solvent-based adhesives while omitting the harmful chemicals and odor.

One example of a highly effective application of this adhesive is in the construction of interior walls and partitions to add strength at the junction between the subflooring and sill plates. Other common applications include installation of:

- foamboard insulation to block walls and to sheathing
- furring strips to walls
- wainscot and paneling
- all types of interior molding and trim (note: for plastic moldings, the bonding surface must be porous)
- door thresholds and window sills
- drywall, as using adhesive in conjunction with screws or nails helps reduce drafts and reduce sound transmission in wall assemblies
- cabinets and countertops (note: wall cabinet installation requires use of mechanical fasteners also)

Certainly price is also a factor when selecting green products. The good news is that this adhesive doesn't cost an arm and a leg. Priced similarly to traditional LIQUID NAILS Projects Construction Adhesive, PROs can take steps towards a healthy work environment without breaking the bank.

Did you know?

LIQUIDNAILS.com offers an easy, at-a-glance guide to green adhesives. Simply click on "Green Building Tools" to learn more.

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Meet

Lino Carosella

K&A CONSTRUCTION



LIQUID NAILS PRO Council member Lino Carosella of K&A Construction has over 15 years experience in the residential building industry. Located in Havertown, Pennsylvania, Lino's team focuses on residential design, building and remodeling. Lino has served as a valuable member of the PRO Council, providing significant feedback regarding new product testing, industry evaluations and general on-the-job experience. Find out more about Lino and his team at www.kandacarosella.com.

What is one area of your business that you strive to improve? Sales. These days that's at the top of the list. Without the top line of the P&L, nothing below can happen.

How has "green" influenced your business? We are more conscious of air sealing and building it right to conserve energy and conserve our customers

utilities.

Do your customers request green products and practices? Most do inquire, but will only follow through if there is a cost or savings benefit to them. Very few have been interested in spending more to say they are green.

Where do you see the green building industry in 5 years? 10 years? Hopefully more standardized. Green is the new sale, everybody has one. There is a lot of green washing and bogus green claims in the market place.

Word association: When asked to type the first thing that comes to mind when reading these words, Lino answered:

- ◆ Building - *structure*
- ◆ Economy - *a mess*
- ◆ Success - *can't wait for it*
- ◆ Tools - *batteries*
- ◆ Adhesive - *Liquid nails*
- ◆ Lino Carosella - *needs a vacation*
- ◆ LIQUID NAILS - *adhesive*

Which magazines do you read and why? I read the business articles in *Remodeler* and *Design Build*.

Did you know?

Demo videos and project inspiration is available online!

Go to www.liquidnails.com and click on products to see videos of select adhesives.



Mark Stypczynski
Manager Technical Development



We want to help our users better understand LIQUID NAILS® Adhesives and applications. If you have questions, comments or success stories about LIQUID NAILS Adhesives, please e-mail liquidnails.cs@akzonobel.com.

Q. I recently discovered a lightweight foam molding . The manufacturer recommends attaching it with adhesive, but I'm concerned about burn-through. This molding is very lightweight. Which product can I use?

A. LIQUID NAILS® Ultra Quik Grip (product code LN-990) is an excellent product for use

in attaching all types of foam moldings in interior installations. The product is a latex based formulation that has excellent initial holding power and will not attack foam.

Q. I live in a very cold climate. Any tips for getting adhesive to flow smoothly from the tube?

A. For temperatures below freezing, gently warm the products for about 30 minutes prior to use. Warming can be done by keeping the product indoors or inside a truck cab with the heater on. When applying adhesives in low temperatures, be sure to keep the bonding surfaces free of ice and snow to ensure the best possible bond. Cold weather application of adhesives will result in longer than normal drying times, so be sure that materials are properly braced or fastened to prevent shifting while the adhesives are drying. Lastly, consider choosing an adhesive that has excellent cold weather application properties and that meet standards such as the American Plywood Association AFG-01 specification to ensure good performance even on wet or frozen lumber. Liquid Nails Subfloor and Deck Adhesive (LN-602) and Latex Subfloor Adhesive (LN-902) are excellent choices, as both meet the AFG-01 and provide excellent cold weather application properties down to 18°F (-8°C) and 22°F (-5°C) respectively.

Q. I'm renovating an attic which contains the home's heating and a/c units. Is there any reason I shouldn't use adhesive to complete renovations near the heating and a/c unit?

A. During the application of adhesive and while the product is drying, be sure to ventilate the area to prevent the build-up of potentially dangerous fumes. This is especially important with solvent-based formulations (look for the word FLAMMABLE on the front of the label to determine whether it is a solvent-based product). Also, be sure that the surfaces to which the adhesive will be applied do not exceed 140°F in normal use conditions. A good way to know this is to lightly touch the bonding areas while the heating unit is on. If the surface is too hot to touch, then the temperature will be too high for application of a conventional latex or solvent-based adhesive. In these instances, a polyurethane or silicone based product should be used.

Q. I'm currently building a climate-controlled wine room. The client would like a wooden wine rack to be attached to the brick wall. The wine rack will cover a large portion of the wall and will hold around 100 bottles. What is the best way to install the wine rack?

A. The best way to install the wine rack is with a combination of mechanical fasteners and adhesive. I would recommend our LIQUID NAILS® Latex Subfloor Adhesive (product code LN-902) for this application. This product is certified by the GREENGUARD Environmental Institute to their Children and Schools Specification for low emitting materials. This will give your customer the assurance that there will be no out-gassing (or bothersome odors) from the adhesive over time in the wine room.

Where to find LIQUID NAILS® Construction Adhesive

84 Lumber
Ace Hardware
The Andersons
Aubuchon Co.
Carter Lumber
Do It Best
Fastenal
The Home Depot

Lowe's Home Improvement Centers
McCoy's Building Supply Centers
Meijer
Menards
Orchard Supply Hardware (OSH)
Tractor Supply
True Value
Walmart Stores, Inc.

For a complete list of retailers, visit www.liquidnails.com/find/start.do.

Where have we been?

LIQUID NAILS Adhesive was found on the pages of many of the top building & remodeling publications. Keep your eyes open for more LIQUID NAILS Adhesive.



LIQUID NAILS® Adhesive

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