

Press release from Jan de Beer, cell 082 456 3677:

Unskilled retailers and applicators threatening paint industry, SAPMA warns

Paint retailers who know what they are selling, and painters qualified to conduct their trade, could save South Africa tens of thousands – even millions - of rand every year, says Deryck Spence, executive director of the SA Paint Manufacturing Association (SAPMA).

Spence says paint producers are unnecessarily spending huge sums of money in compensation for paint failures, mainly caused by applicators without the proper training, using paint their suppliers should not have sold to them in the first place.

“Major paint producers do not have the time or resources to legally defend their paints’ performance so, of necessity, resort to merely replacing the paint. Although understandable, this is severely hitting the profitability of an already beleaguered industry. If paint retailers were properly trained, this cost burden on producers could be substantially reduced,” Spence states.

He says it is therefore hoped that the new SAPMA video training course in the basic application of paint will be well supported. The training course’s video format allows for those involved in a sales or advisory capacity in paint retailing and contracting to do the study-viewing as personal time allows.

Spence suggests paint contractors, retailers, and sales personnel should ask themselves the following questions to determine if they really are qualified to make a livelihood centred around paint:

- What exactly goes into a can of paint?
- What are the differences between oil-based and water-based paints – and the measures needed when working with these two types of coatings?
- How must substrates be prepared for paint application?
- What paint product is right for a specific job? “All too often, retailers don’t even ask customers what they are buying a can of paint for,” Spence observes.
- Does the customer have the necessary tools and equipment for proper application?
- Is he or she know aware of the need for protective gear when painting?
- As retailer, can you advise consumers when they are faced with paint blistering, cracking, flaking, chalking, fading, fungal growth, and cheesing? “More importantly, do the suppliers know exactly what all these ailments mean? You cannot help an applicator or property owner solve a paint problem without knowing what it is and what caused it.”
- Do you know what’s important in a paint’s safety data sheets (SDS) – “or have you, as retailer and applicator, even read it?”

Spence adds: “All and more of these aspects of paint and its applications are dealt with in detail in the new SAPMA online training course. We have experienced strong interest from both paint contractors and suppliers for this training which will be followed by online assessment and certification. Successful students will at the end receive a ‘diagnostic toolbox’ to help them in their duties.

“Major SAPMA members who employ hundreds of applicators, such as The Pivot Group, have already thrown their weight behind the new online training. South Africa cannot afford waste any

longer. Qualified personnel will learn how to avoid paint failures and wastage in this online course which covers all the 'cardinal rules' of paint application and includes practical demonstrations, all presented in simple, non-technical jargon.

"A major merit of online training is that there is a 'pause' button to push to allow the lecture's contents to be clearly understood and processed. Students can regulate the lecturer's pace of presentation. But there is no longer time to pause before this economically important know-how is taught to paint suppliers and applicators," Spence added.

- For further information about the course, phone 011 615 1195 or email training@sapma.org.za or visit www.sapma.org.za

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