

# ROCKFORD ORIGINAL

**T**HE VICTORIAN HOUSE, BELOW, IN ROCKFORD, ILLINOIS, LOOKED SO bad “the neighbors wanted it torn down,” Larry Wahler said. “Instead, Bjorn Hulleberg, the owner, chose colors from the Benjamin Moore® Historical Collection Color Palette and transformed it into the five-color beauty it was when it was built in 1882, and invigorated the entire neighborhood.”

Although it looked bad, the building was in relatively sound condition. Before painting, however, PP&D’s crew of six replaced about 600 feet of clapboard, raised the front porch six inches, and cut down a number of scrub trees.

Then, every ounce of paint was stripped off. Heat guns were used to clean up areas around the front porch, but most of the failed paint removal was done with carbide scrapers, random orbit sanders and large quantities of elbow grease. “Then,” Wahler said, “we aggressively brushed all the surfaces with Benjamin Moore® Fresh Start® All Purpose Alkyd Primer (024) to ensure maximum penetration and further fortify the old wood fiber.” After the primer cured, it took seven cases of caulk to fill all the nooks and crannies.

Wahler stressed the critical nature of prep work when it comes to exterior painting. “The appearance and longevity of an exterior paint job is directly proportionate to the preparation of the surface. Comprehensive removal of existing paint effectively eliminates the variable of pre-existing paint failure; aggressive sanding gets rid of wood fiber that is marginal; penetrating primer will actually revitalize the wood and guarantee optimum bonding with the topcoat; thus, the application of the paint is the icing on the cake. “How sweet it is to stand back and look when it’s finished!”

The topcoats on both houses were applied by brush using MooreGard® (N103) Moorlife® (N105), MoorGlo® (N096) and Impervex® (309). ☉

## THE SPECS

**Size of Job:** 2,400 square feet

**Length of Job:** Three-and-a-half weeks

**Crew:** Six

**Application Methods:** Brush

**Gallons:** 37

### Benjamin Moore® Products:

Benjamin Moore® Fresh Start®  
All Purpose Alkyd Primer (024)  
MoorLife® Flat 100% Acrylic House  
Paint (N105)  
MoorGard® Low Lustre 100% Acrylic  
House Paint (N103)  
MoorGlo® Soft Gloss 100% Acrylic  
House Paint (N096)  
Urethane Alkyd Gloss Enamel (M22)  
Impervex® Latex High Gloss Metal &  
Wood Enamel (309)

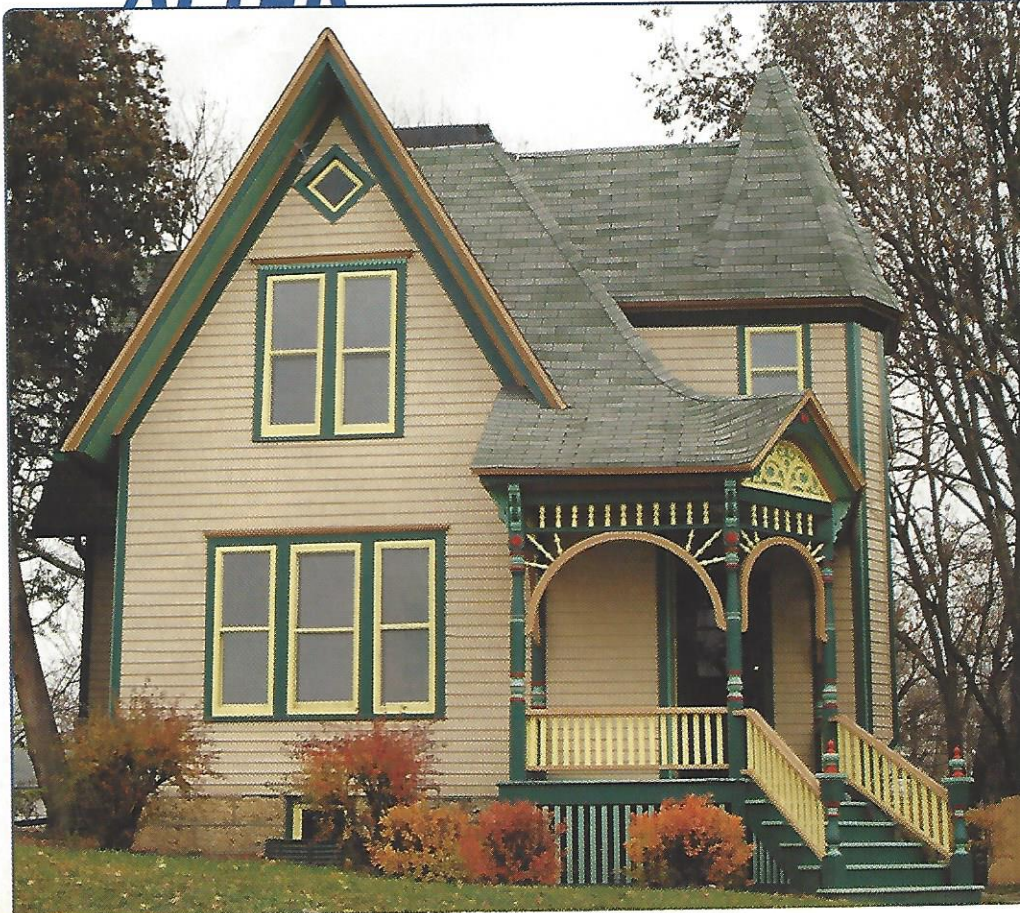
### Benjamin Moore® Colors:

Jackson Tan	HC-46
Bradstreet Beige	HC-48
Harrisburg Green	HC-132
Lafayette Green	HC-135
Brilliant Red	EXT.RM

## BEFORE



## AFTER





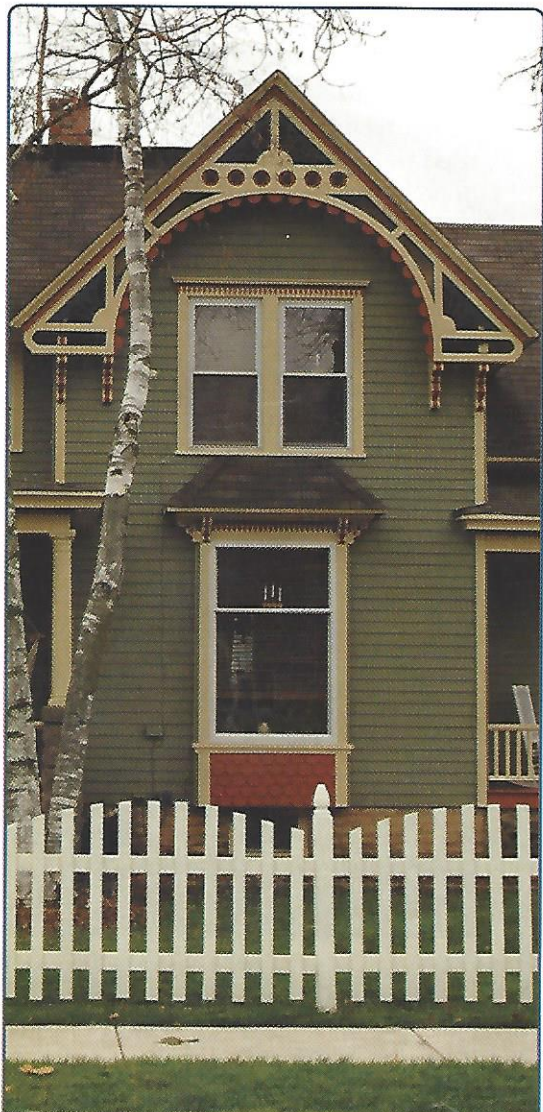
# BELVIDERE BEAUTY

**I**N THE NEARBY TOWN OF BELVIDERE, ILLINOIS, IN A NEIGHBORHOOD where homeowners use vinyl siding to do away with unsightly paint problems, this lucky Queen Anne was bought by Blaine and Betty Wolf, who were determined to bring its alligatored exterior back to its original, circa 1881 condition.

To accomplish this, it took Wahler and his five experienced and painstakingly detail-oriented employees nine weeks to transport the house and its picket fence 125 years back in time. First they heat-stripped and sanded the entire surface, using 40-, 60-, and finally 100-grit, before they applied the Benjamin Moore® Fresh Start® All Purpose Alkyd Primer (024). Sara Bell, a local colorist who specializes in historical palettes, selected the colors from the Benjamin Moore Historical Collection Color palette.

Although Wahler and his crew did the work, he maintains that the owners are the ones who deserve the credit in bringing these beautiful houses back to life. "It may sound corny," he said, "but I am honored to have been chosen to work for people who make personal sacrifices to benefit these buildings and others in their neighborhoods."

Originally a teacher, Wahler started painting in 1971 to supplement his income. When he became a full-time contractor 25 years ago, he "gravitated to Benjamin Moore paint and I basically haven't used anything else since. I know the palette and the dependability of the products pretty well, and I always have a lot of fun using it," Wahler said. ☉



## THE SPECS

**Size of Job:** 2,500 square feet

**Length of Job:** Nine weeks

**Crew:** Five

**Application Methods:** Brush

**Gallons:** 43

### Benjamin Moore® Products:

Benjamin Moore® Fresh Start®  
All Purpose Alkyd Primer (024)  
MoorLife® Flat 100% Acrylic House  
Paint (N105)  
MoorGard® Low Lustre 100% Acrylic  
House Paint (N103)  
MoorGlo® Soft Gloss 100% Acrylic  
House Paint (N096)  
Urethane Alkyd Gloss Enamel (M22)  
Impervex® Latex High Gloss Metal &  
Wood Enamel (309)

### Benjamin Moore® Colors:

New Providence Navy	1651
Monterey White	HC-27
Powell Buff	HC-35
Georgian Brick	HC-50
Wethersfield Moss	HC-110
White Dove	OC-17

## CHALLENGE & SOLUTION

**1** Cleaning and rejuvenating the 100-plus-year-old wood siding on both these houses.

**1** Carbide scrapers, random orbit sanders and lots of elbow grease stripped the paint. Aggressive brushing of Benjamin Moore® Fresh Start® Alkyd Primer (024) mixed with one cup of boiled linseed oil per gallon fortified the old wood fiber and readied it for the topcoat.