

Dark colors are dangerous, please read if considering.

With dark colors being very trendy lately we want to make sure you are making informed decisions when picking colors. Beyond our climate being very harsh on buildings, dark colors simply wreak havoc on older weak or troubled substrates and can even warp new ones. Dark colors introduce new intense heat from the sun that a wall is not used too, causing condensation in the walls combined with daily expansion and contraction. Bubbles and chronic condensation sheathing failure can easily occur and always goes through all the layers of paint to raw wood, popping the original prime coat free of the substrate. Sometimes an old white house, cannot even handle a medium tone if its fragile enough. A black wall on a 100-degree day can reach 140 degrees, where a white wall stays relative to the actual temperature. We can't express enough how damaging dark colors can be on an old or weak building substrate, and our consistent response to our clients is to use the lighter of the two colors being considered, and stay away from accent/dark colors all together if you want longevity. It is relative to wearing black versus white on a hot day, we want your home to be comfortable too. More importantly, we want your investment to perform as long as possible. No painting company in town covers chronic failure/bubbles in their warranty, as we cannot control such failure. A massive failure can be twice as much to fix as the paint job you've just paid for. So, we suggest stress testing if you're considering such (paint some black in a sunny area, and see if bubbles develop over a few weeks).

Examples:

- Black Home Performance: 10yrs on a new substrate w/potential for warping, less than 7 on an old, immediate failure on a weak.
- White Home Performance: 15+ years on new substrates, 10-15 on old

We want you to enjoy all our hard work for years to come so please take this into consideration when picking your final colors. Accents should be minimized to highlight fine details on a home and kept out of the sun if possible.

Its our goal to simply educate our clients, so do not hesitate to touch base with your ideas per your color choices, as we have more than enough experience to point you in the right direction and help.

Thank you,
PPR