

Chem Link News Link – September

(Michele, our graphics editor that does such a splendid job on the News Link is on vacation....you get the Virgie special this month. Won't you be glad when Michele is back?)

THE GREEN SPOT

Go Green? What's in It For Me?

The \$64,000 question these days is “Why should a hard working contractor have to figure out how to construct a green building when he’s lucky to get a job on any building, not to mention make a profit?”

No question, these are hard times for many building contractors. Many are working fewer hours for less pay--and those are the lucky ones. A job is a precious thing in this humdinger of an economic downturn in which too many jobs have been lost while too many buildings remain un-built, un-remodeled or un-repaired. (This too shall change!)

Like it or not, things change and what’s more, the rate at which things change seems to be increasing.

Change sometimes makes for discomfort and even pain. The trick is to find that silver lining in all those gray clouds.

The silver lining in these gray clouds is that there is one small segment of the vast construction industry that is growing—rapidly.

If you have more time on your hands that you would like, here’s an idea that could pay off – if you are willing to research some new ways of doing things. It’s a fact that there are more and more new products and new ways of doing things out there. It’s a fact that our industry is changing in response to conditions and circumstances over which we have no control.

What we can control is what we do about it. New regulations? Find out how they affect you (your trade organizations, trade magazines). New products? Learn what they can really do for you. (manufacturers, trade shows, trade magazines). New buzz words? Find out what they really mean (see previous). New demands from prospective customers? Ask them what they really want—and be prepared to provide it. Remember, contractors have a long history of solving difficult problems, and of not being afraid of hard work. No doubt, you will find ways to adapt to these changes and continue to construct buildings you can be proud of.

Contact Chem Link at 800-826-1681 • www.chemlinkinc.com

Chem Link has been researching, developing and manufacturing the polyether adhesives and sealants that are the answer to many of your toughest construction problems since 1990. We have the expertise to answer your questions about these advanced products that also exceed all environmental regulations. The same polyether chemistry that ensures their superior performance also makes them “green” (read safe to use) in any environment. That’s why we say “High Performance=Green Technology.”

You have questions? Call **Chem Link’s Contractor Hot Line** for answers. **800-826-1681**

Personnel Profile

Paul Graham, Chem Link VP of Sales

Paul Graham of Granbury, Texas, has served as Chem Link’s VP of sales since shortly after he saw Chem Link’s booth at its first trade show in Kansas City, Kansas, in October of 1994. The show was MRCA and Paul, who had just started his own company, Graham Sales, after 14 years with U.S. Intec, was on the lookout for good roofing related products.

For its maiden foray into the world of trade shows, Chem Link was prominently displaying three of its two-part waterproofing urethane sealants, Pro Pack, Seal Pack and Flash Pack, along with Snug, a Radiant Barrier Coating System. Two of those products remain a part of Chem Link’s now much bigger product line. A new product called a ChemCurb, developed to solve the age old problem of pitch pans and effectively seal roof penetrations with Pro Pack, was also displayed.

Paul returned to the booth several times, and finally approached Phil Georgeau (see last month’s Profile) to ask for a meeting. Being a firm believer in seizing the moment, Paul proposed that he be put in charge of national sales of ChemCurbs. After several conversations and a meeting in Kalamazoo, the deal was done.

Paul rolled up his sleeves and went to work to find and train sales reps across the country. The next step was to find commercial distributors to stock and sell the products. Then he set out to get approvals from big roofing system manufacturers. To the delight of all, it turned out that contractors who tried the ChemCurbs really liked them! Repeat business, in the form of repairs, re-roofs and new construction was the norm. Paul credits this success to the countless demos performed by sales reps. Low slope roofing contractors, who have installed millions of ChemCurbs across the country (Canada and Mexico too) since that October day still come by the Chem Link booth at trade shows and tell their success stories, much to Paul’s delight. ChemCurbs have evolved to include M-1 Structural Adhesive and 1-Part Pourable Sealer, based on solvent- and VOC-free polyether technology which Chem Link pioneered.

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Paul has gone on to sell other Chem Link products, as only he can, at trade shows and product demonstrations around the country. In 1997 Paul joined forces with Lee Moore and formed Moore Graham Sales. This October, Moore Graham Sales and Chem Link will celebrate the 15th anniversary of their partnership. Chem Link greatly appreciates the part Paul has played to help introduce and establish its high performance, green technology products for roofers and construction workers.

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Chem Curb Promotion

Duration: September 2009

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Not sure what is in each package, call Dana. There is nothing she doesn't know.

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