

Wood Defender fence treatment program aimed at contractors

MANSFIELD, Tex. — Standard Paints, Inc., a leading manufacturer of contractor grade wood sealers and stains, is aiming its new Wood Defender fence treatment program at contractors who wish to increase their business options by offering staining and restoring services for residential fence.

In business since 1960, Standard Paints, Inc. is a privately-owned family business housed in a new 21,000-square-foot manufacturing facility on five acres.

“Standard Paints’ business has grown substantially through the ability to provide a product that is easily applied, long lasting, and suited to the customer’s needs,” said sales representative Todd Steen. “The market for these materials has grown to the point that in the Dallas-Fort Worth Metroplex, most fence builders are offering the service of fence staining along with the construction of fences. The fence company’s crew is already in the backyard, has already built a trusting relationship with the customer and has the best opportunity to sell the customer a service to protect their investment.”

Standard Paints offers three oil based products in the Wood Defender line, including a Semi-Transparent Fence Stain, a Transparent Fence Stain, and a Transparent Deck Stain.

“Each product is formulated for a specific application and incorporates the latest technology and finest raw materials,” said Steen. “They are manufactured with stringent quality control to guarantee consistent performance. Each product is virtually goof proof, being extremely easy to apply. By sat-

urating the surface of the lumber, the Wood Defender product penetrates into the wood, leaving the fence with an even, uniform coating. No back brushing is required, and as far as clean up, it simply wipes off most non-porous surfaces,” he said.

Standard Paints provides the information and training required to begin offering their program by conducting a Wood Defender school once a month.

The school covers aspects such as sales and marketing; spray techniques; equipment options that can be utilized in the application; business training; and proper cleanup procedures.

Steen said that the development of the Wood Defender product began in 1995.

Mel Turner, the owner of Standard Paints, Inc., had built a new home and fence in a suburb of Dallas. After paying a premium for a custom fence, Turner realized that the fence needed to be treated with a stain and sealer to protect his investment.

After numerous phone calls, he was unable to locate a contractor to supply a bid on completing this service. He had several neighbors that were also interested in having this service performed on their fence, Steen stated.

Since he owned a paint manufacturing facility, Turner decided to formulate an exterior wood stain and sealer for his own use. Steen said that Mel Turner’s son, Brent Turner, and him-



self, both current employees of Standard Paints, Inc., embraced the idea of starting a service business applying the product.

They began operating Coppell Stain and Seal, a small operation providing the service of applying the product. A year after beginning their business, competitors began calling and asking what kind of product they were using and where it could be purchased.

When they became convinced that they had developed a product that could be sold to a growing industry, the emphasis was then placed on selling the line of fence stains, and the Turners withdrew from the application end of the business, Steen said.

Over the past 10 years, Standard Paints, Inc. has specifically targeted sales to contractors specializing in staining and restoring residential fencing.

Standard Paints sells solvent and waterborne wood stains and sealers to individual contractors who provide the service of sealing and restoring fences, large companies with multiple crews sealing and restoring residential fences, fence builders pre-treating fences through a dipping application prior to fence installation, fence builders post-treating their fences after installation, and corporations pre-treating lumber for fence builders and wood distributors.

Standard Paints has a number of packages available. These include the

Standard Paints is now marketing its Wood Defender package which allows contractors to earn extra money by treating wood fences to keep them looking good. The method can also be used on wood pergolas, trellises and other wood structures (below).

Wood Defender School, 200 gallons of Wood Defender Stain, ST-250 stain applicator and marketing material. Standard Paints, Inc. also manufactures a line of Wood Defender stain application equipment. The equipment is designed to specifically take advantage of the characteristics of the Wood Defender product, Steen said.

For more information direct from the company, call 800-658-5683 or e-mail tsteen@standardpaints.com.



Standard Paints sales manager Brent Turner demonstrates the application technique for the company’s Wood Defender product, which penetrates the wood, leaving the fence with an even, uniform coating and extending its life-span. For clean up, the product simply wipes off of most non-porous surfaces. (Standard Paints photos)