



**FLORIDA
PAINTS**

IT'S OUR PLEASURE



P A I N T C O N C I E R G E

2025

Naples Reserve - Common Areas

Naples Reserve (Common Areas)

Beige Body



1320 Glades Exterior 100% Acrylic Satin - White Base

Beige Body

B-27.5, C-39.5, I-20

Aqua Accent



1322 Glades Exterior 100% Acrylic Satin - Deep Base

Aqua Accent

D-32, E-24, L-36, KX-2

Trim



1320 Glades Exterior 100% Acrylic Satin - White Base

Extra White: SW7006

B-2, C-1



Our Story

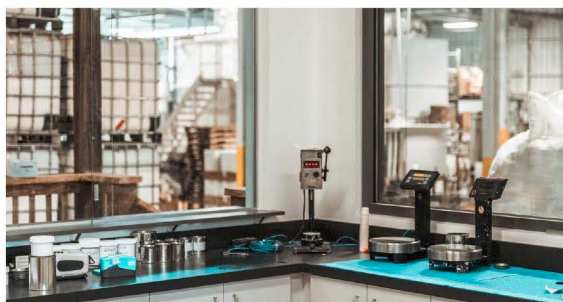
making paint since 1960.

Florida Paints is owned and operated by the Strube family, the original founders of Color Wheel Paints. With a 50-plus year legacy of manufacturing over 70 million gallons of paint, the Strubes know the paint business better than anyone in Florida.

They have assembled a team of the most experienced, knowledgeable paint people in the industry; the Florida Paints family.



Rick + Don Strube



Our Plant

our roots run deep.

We opened our new manufacturing facility located in the quaint little town of Winter Garden in summer 2018. This plant has a rich history in the citrus industry and at one point, this was the second-largest exporter of citrus in the world. Well, as time went on, this plant became an empty space. We renovated it and now we call it home.

We feel honored to carry on this plant's history, from packing Florida oranges to making Florida paint. Seems fitting to us. We welcome you to drop by anytime!



Our People

we are paint people with a passion.

There are numerous facets that make our company such a success, but our biggest asset is our people.

At Florida Paints, we pride ourselves on our amazing team and company culture. We are paint people which means you'll never meet people more excited about watching paint dry! We all have one common affliction...we are passionate about paint.

Our Commitment

service is our work of art.

The culture instilled at Florida Paints is one based upon serving others. It stems from the desire to put others' needs before our own.

A lot of us have been in the business together for years, and it's been an honor to work alongside people that feel like family. We always welcome the opportunity to serve our team, our community and our customers.





Florida Tough

paint made in Florida, for Florida.

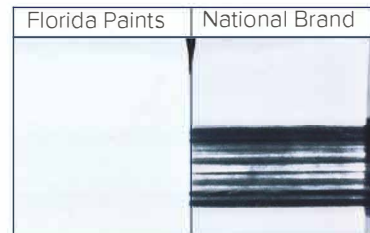
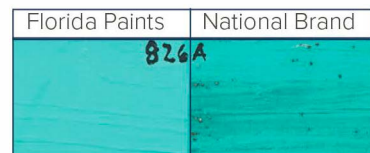
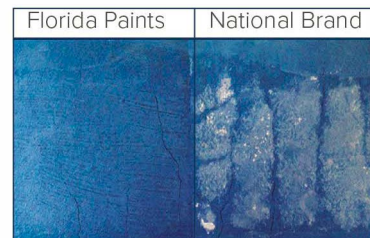
Florida may be a great state to live in, but you can't deny that the weather can be quite challenging. Relentless rain, humidity, extreme heat, intense UV-rays and exposure to salt air are just a few challenges one must face when painting in Florida.

So why use a paint made for just anywhere in the country? Choose a paint that is **specifically formulated to resist the harsh Florida climate**. Florida Paints products are engineered to provide the finest protection and greatest durability possible for our special climatic conditions.

We create our own standards, and we push our paints to the limit before we put our name on it and put them on your projects.



Florida Paints are tested and compared against national brands at our research and manufacturing facility in Winter Garden, Florida.



Washing Latex Paints

Technical Bulletin TB-05

HOW TO WASH INTERIOR LATEX WALL PAINTS

Proper cure time:

As a general rule, latex paints dry to the touch in a few hours, but take approximately thirty (30) days to completely cure. Avoid washing latex paints until after this time, as the paint film is not cured and will not wash or wear as well as designed.

Recommended washing procedure:

Read all manufacturer's instructions prior to using. Always test a cleaner on a small inconspicuous area before engaging in widespread use.

Gently remove all heavy debris and contaminants prior to wetting the surface.

Soiled areas should be washed with a mild, non-abrasive detergent and water with a soft, clean cellulose sponge.

Avoid over wetting the surface, as excessive water may damage the paint or soften the drywall texture.

Gently wipe the surface, avoid excessive pressure; let the detergent do the work. Do not use dry cloths, rags, or abrasive pads (Scotch-Brite™, Brillo® Mr. Clean® Magic Erasers, etc.) as they are likely to scratch and damage the paint film.

Rinse the surface thoroughly to completely remove any cleaner from the substrate.

Cleaning solution precautions:

Many of the more popular cleaning solutions (Formula 409, Fantastik®, Windex®, Pine-Sol®, etc.) are good for removing tough stains from factory baked or hard surfaces like counter tops and glass, but will damage most paint films.

Ensure that cleaners are mixed or diluted at the proper ratios as some cleaners are concentrated and should not be used at full strength.

Do not allow the cleaner to dry on the surface.

Bleach cleaners may damage or discolor paint films.

DO NOT MIX CLEANERS: ammonia, vinegar, isopropyl alcohol and chlorine based cleaners; certain combinations will create strong acids or toxic gas that can irritate the eyes, skin and respiratory tract, potentially making you ill and can be fatal.

Touch-Up Painting

Technical Bulletin TB-04

Touch-up painting is the process of re-painting small areas of a substrate (wall, door, trim, etc.) that has been stained, damaged or is otherwise not visually acceptable. Small areas of touch-up painting (touch-up) is usually done with a brush or small roller cover. For optimal touch-up, the paint should be the same color, from the same manufacturer and preferably the same can pail and batch that was originally used.

The purpose of this technical bulletin is to provide a better understanding of how the paint, applicator, application tools and application conditions can impact the overall appearance and touch-up performance of a paint.

Contributing Factors to Touch-up

- **Application** When initially applied, ensure that the substrate is properly sealed with an appropriate primer and enough paint is applied in the initial application to ensure even and complete opacity.
- **Color** Light colors touch up better than darker colors, preferably with a Light Reflectance Value (LRV) of 70 or greater.
- **Sheen** The amount of shine or gloss a paint has; the lower the sheen, generally the better the touch up.
- **Mixed** Ensure that the paint is properly mixed (shaken) to ensure the tint colorant is evenly mixed through the container. If multiple containers are used; it is good painting practice to “box” or combine all the paint into one large container and mix together. This process helps ensure that all the paint used on the job is the same color. This is especially critical if there are paints from different production batches.
- **Method** Paint will always touch-up better when the touch-ups are applied with the same methodology as originally applied (spray, roll or brush). As this is not always practical or possible, it is highly recommended that if spray application is used, backroll the sprayed on paint and touch up with a roller of the same nap length, rolling in the same direction as the backroll. Avoid overworking the touch up area. Touch-up should be performed within as short a time as possible after the original application.



General Expectations

The initial and touch up paint are to be mixed thoroughly, not settled out or separated. Ensure that the substrate to be painted is primed or sealed and coated with enough paint to achieve an even, fully opaque film. The best possible touch-up can be obtained by using the same equipment (brush, roll, sprayer), under the same conditions and application methods that was initially used. Most importantly, it is critical that some of the original paint be retained in a properly sealed container and stored in a climate controlled location.

Basics

Generally the lower the sheen, the better the touch-up of the paint. Flat paints are usually the best. Paints with lower sheens help minimize the surface imperfections and texture differences than higher sheen or gloss finishes. This is especially true when viewing a painted surface at low angles of incidence, such as a stairwell or long hallway where lighting is at the far end of the room or hallway. Flat paints use coarser pigments that helps diffuse the light, minimizing the differences on the substrate.

For a quality paint job, spots where touch-up painting has taken place should blend into the surrounding finish and be inconspicuous to normal viewing. Perfect touch-up painting would be imperceptible under normal lighting and viewing angles. It is very important that the applicator and end-user understand and address the many factors that may affect the touch-up characteristics or architectural paints.

1. Planning: Having Enough Paint

A critical part of a paint job is ensuring you have enough paint to finish the job with some left over for touch-up.

2. Opacity and Uniformity

Paint is to be applied to achieve a uniform and opaque film. The substrate must be completely covered without skips, gaps or “holidays.” When applied correctly, paint will dry to a solid, uniform film, in color, sheen and appearance.

3. Application Techniques

SPRAY: Spraying paint is the most efficient method of applying paint to a substrate. However it is the most difficult to touch-up. Touch-up should be performed in the same method as the original application, however, this is impractical with spray application. Paint is typically touched-up with a brush or roller, but the texture pattern left by a brush or roller is significantly different than that of a sprayer. This usually results in poor touch up. For best results, Florida



different than that of a sprayer. This usually results in poor touch up. For best results, Florida Paints recommends that the sprayed surface be back-rolled with the shortest nap that is appropriate for the substrate being painted.

ROLLER: When rolling paint, it is advisable to choose the shortest nap size that will work properly for the substrate texture and porosity. Larger nap roller covers will leave a more noticeable stipple pattern in the paint film and also have a tendency to slide on the wall, creating a different pattern that will make touch-up more difficult. Also, because they hold more paint, they are more likely to leave roller marks and potentially uneven levels of paint on the substrate. In addition, the final pass with the roller should always be in the downward direction, which will provide a uniform texture and appearance. This will also ensure you know what direction to touch-up if needed.

BRUSH: A high quality brush with the correct filament or bristle for the type of paint being used. Generally a nylon/polyester filament works well with most water-based paints. However, all brushes are not created equally. The critical part of the brush is the engineering of the filament and how it is tipped. Low quality brushes will leave poor brush marks, whereas a quality brush will leave a smoother finish.

4. Substrate Texture

A substrate with a smooth surface will reflect more light than a textured surface. When touching-up a smooth surface, it is imperative to maintain the original texture of the surface. Any changes will reflect the light differently, look different and not touch-up well.

A surface that is textured or rough is easier to touch-up because the texture diffuses the light and will help mask any imperfections. During touch-up, take care not to fill in the texture or roughness with paint. This will create a smoother surface and will make the touch-up area appear lighter because the area will reflect more light.

Light bearing walls are extremely difficult to touch up. A light or window at the end of a long hallway will make any touch-up much more visible. If the touch-up is visible and unacceptable, the wall will need to be repainted corner to corner.

5. Gloss/Sheen Level

As a general rule, the flatter the paint, the better it will touch-up. A flat paint will diffuse light, whereas a shiny paint will reflect light. Every coat of paint will slightly increase the sheen which is more noticeable with glossier finishes. When touching-up paint, try to duplicate the application technique and feather out the edges of the touch-up area. Low-sheen, satin and eggshell finish paints have poorer touch-up properties than flat paints. Semi-gloss and gloss paints generally have poor touch-up and should be painted corner to corner or towards a juncture or miter to avoid creating a shiny spot; typically with a dull halo around the area touched-up.



6. Color

The color of a paint will dramatically impact the touch-up performance of any paint. Lighter colors will generally touch-up better than darker colors. Dark colors require more tint or colorant to achieve the color. The type and amount of colorants will affect the touch-up properties of the paint.

7. Atmospheric Conditions

The air temperature and humidity will affect how a paint dries and cures. If a substrate is touched-up at a significantly different temperature (more than 15°F), it is likely that the paint will dry at a different rate and affect the touch-up performance. Also paint that is stored or exposed to high or freezing temperatures can result in poor performance and touch-up. In addition, Florida Paints does not recommend painting when poor weather is imminent (less than 60 minutes). The material, substrate and air temperature must be 50°F and rising.

Substrates to be painted should be moisture free before painting. Condensation from temperature drops during evening hours will affect how a paint cures. Florida Paints recommends that exterior paint application or when interior painting is not climate controlled, should cease at least two (2) hours before sunset, or when the ambient temperature is within 5°F of the dew point.

8. Time

The longer the amount of time between the original application and touch-up will dramatically affect the performance of the touch-up. Over time, painted surfaces can become dirty, sunlight may cause colors to fade and other environmental factors can contribute to touch-up. Also, the age of the paint in the can affect touch-up performance.

9. Records & Storage

A good tip is to create a log or note in your files to show the brand, product name and number, color, the date applied, and size of roller nap and brush used. Ideally, you should have a small amount left over for touch up. Place the remaining paint in the smallest possible container to reduce the air in the can and provide the best opportunity to last in storage. Generally, paint will last a year or two if properly sealed and stored in a cool location.

Maintenance Tips

2021

We understand your building is an investment and it is important that your paint looks great for years to come. Here are a few tips from Florida Paints on how to keep your painted surfaces looking fresh and new.

EXTERIOR SURFACES

DIRT

Always remove dirt and stains from painted walls before it accumulates. This will help reduce the potential for mildew to grow.

LANDSCAPE

Landscaping should be trimmed so it is not making contact with painted surfaces. Foliage with extended contact with painted surfaces can lead to excessive moisture which can weaken the paint film.

SPRINKLERS

Inspect sprinkler heads to ensure that they are positioned away from the walls of the home.

METAL

Metal surfaces should be checked for rust and corrosion. If rust exists or is present, remove via sanding or wire wheel, treat with a rust neutralizer, such as Ospho and prime with a rust inhibiting primer and topcoat.



INTERIOR SURFACES

CLEANSERS

Avoid corrosive, gritty cleansers that could potentially damage the integrity of the paint film. Do not over-wet drywall surfaces or painted surfaces when cleaning.

ABRASION

Use a damp soft cloth or sponge to prevent excessive surface abrasion.

FINISH

Always be sure to perform a test area in an inconspicuous place and inspect to ensure it does not harm the finish.

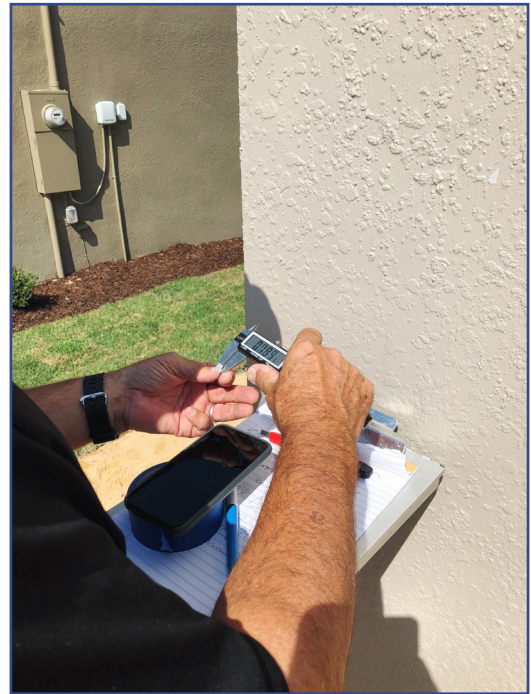


FLORIDA PAINTS



QUARTERLY MAINTENANCE

- Inspect all exterior surfaces for cracks and voids or anywhere a water tight seal is required.
- Repair any cracks or loose door / window openings with Florida Paints SunTech EP Acrylic Urethane Sealant.
- Any failing or delaminating caulk should be removed prior to applying new sealant.
- Allow the new caulking to cure for 48 hours, before applying topcoat.
- Inspect exterior masonry walls for small hairline cracks, which are common to all new masonry surfaces.
- Masonry cracks should be repaired with a high-quality elastomeric patching compound and applied .to blend with the surrounding stucco texture.
- Consult with your builder's warranty department on cracks greater than 1/16" in width.



WE MAKE PAINT FOR THE SUNSHINE STATE



FLORIDA TESTED. FLORIDA APPROVED.

All Florida Paints products are optimized to perform in Florida's hot, humid, UV-intense climate.



PRIVATELY HELD, LOCAL COMPANY.

With over 25 locations, we are the largest privately held architectural paint manufacturer based in Florida.



PAINT PRO KNOWLEDGE.

With a combined paint knowledge that spans many decades, we are a collective of true paint experts.



TRUSTED WARRANTY.

Our paint systems are backed by versatile warranty systems, giving you peace of mind.

Visit our website to find store locations, product information and the latest industry tips and trends.



FLORIDA PAINTS

www.floridapaints.com | Paint a Brighter Day

Our Legacy + Values



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When our Dad and Uncle moved to Orlando in 1960 to start Color Wheel Paints they wanted to do more than just make and sell paint. They wanted to create a workplace that felt like a home, a place where you are secure and cared for. The result was a company that, for nearly fifty years, was renowned for truly caring about their customers, their community, and their employees.

They taught us much about paint, but more about leadership. At Florida Paints we want to continue that legacy, through a family-oriented business approach. We believe it's about making paint with a purpose.

—Rick + Don Strube, founders

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Faith. Ownership. Respect. Communication. Excellence.

Our values. Our belief. Our **FORCE**.



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Brighter Day**