



## Technical Tip Buying the System

Way back in the early 1980s Rich Dunstan, our founder and company president, had to come up with a company name for us. Although Perma-Chink Log Home Chinking was the only product he manufactured at the time, he chose Perma-Chink Systems, Inc. as the name because he had a vision of developing a full line of products to construct, clean, preserve, seal, finish and maintain the wood components of a log home. Over the years Rich has fulfilled his dream and Perma-Chink Systems, Inc has become exactly that, a **systems** company. No other log home related company offers the broad spectrum of products that we do. This obviously presents a challenge to our own sales people since we expect them to achieve some degree of expertise in a wide variety of different product lines but that's why we devote so much time to training so that they can knowledgeable assist our customers.

Since we are a systems company we have put together a family of products that work together and compliment each other. All too often we're asked questions like is our Energy Seal compatible with ABC Stain or can LIFELINE be used on a home that's been cleaned with XYZ Wood Cleaner. There are literally hundreds of small regional manufacturers of these types of products scattered across the country so in many cases our answer is that we don't know. In fact a lot of the products that we're asked about we've never heard of so it's impossible to even venture a guess. There is one thing that we do know, all of the products within the Perma-Chink Family of Products are compatible and work together as a system.

We have tried to make it clear to our customers that we don't sell individual products that can be used indiscriminately along with products from other manufacturers. We sell a system and when someone steps outside of the Perma-Chink system and problems develop, we may not be able to help solve them since we may not be familiar with what was used. Homeowners seem to understand our system concept better than many professional applicators/contractors. Over the years some professionals may have found a favorite local cleaner, caulk or stain they prefer to use. Now one of their customers comes along who demands that they apply LIFELINE Ultra-2. The home gets cleaned with XYZ Wood Cleaner, LIFELINE Ultra-2 and Advance is applied and the home is sealed with AAA caulk. A month or so later we get a call that the wood under the stain has developed dark spots and the caulk is falling out of the checks. Of course the applicator or homeowner comes to us for help because they believes it's our fault since the applicator has been using the same cleaner and caulk for years. Our problem is that we have may have no idea what may have gone wrong since none of us have ever heard of XYZ Wood Cleaner or AAA caulk. That's why it's so important for us to get everyone to understand the importance of using our system rather than individually purchasing one or two of our products.

So what can we say to convince you to use our system? The first thing is that we have spent many years developing products that work, are safe to use and are compatible with one another. We pride ourselves on constantly making improvements to our finish and sealant systems. We've stayed abreast of the latest developments in polymer technology which has helped keep us ahead of our competitors. Yes, we have been criticized for making changes but those changes have resulted in better performance, increased beauty and easier application of our systems. We could have set on our hands the past few years and played it safe but we pride ourselves in being the log home industry's leader and believe that we owe it to our customers to provide the best products incorporating the very latest technical developments.

Another vision that Rich Dunstan had from the beginning of Perma-Chink Systems was to manufacture only products that were friendly to our environment. Yes, we were green when the only definition of green was the color of grass. We started making water-based stains when 90% of the log home stains were oil-based and we invented and introduced the first low toxicity borate-based wood preservative that could be applied to an existing log home. Over the years we have consistently taken into account the environmental impact of all of our products and removed or changed those that did not meet our strict environmental standards. It's all a part of our systems concept and we strongly encourage everyone to stay within the Perma-Chink System whenever considering the use of any of our products. In the long run it will save you time and money and result in greater beauty and performance of your log home finish and sealant systems.