



The Marking Paint Story

In 1974 AerVOE Industries, Inc. developed inverted Marking Paint, which helped to save the lives of highway maintenance personnel working in high vehicular traffic areas. In 1975 the American Public Works Association (APWA), in partnership with One Call Systems International, invited AerVOE to help them standardize a color standard for underground utility locating marks. Shortly after that, contract locating companies and industrial and contractor supply distributors added marking paint to their shelves.

*In 2001, AerVOE initiated a reformulation and relabeling program focused on a product's **Intended Use** and to **Eliminate Harsh Chemicals**. By the end of 2010 all AerVOE Marking Paint and all other AerVOE products were ethyl benzene-free, toluene-free, and xylene-free, producing a much safer product for daily use in the workplace. All labels now state their intended market or use.*

In 2014 a new relabeling of all chemical products began, this time to comply with the new Global Harmonized System (GHS). Now all labels, packaging, and SDS's are in compliance with the strict new GHS regulations for OSHA requirements on the job and international transportation, regardless of language.

With many manufacturers and private label marketers chasing "volume product", marking paint has become a commodity based on price – a generic description with few, if any, meaningful specifications except for color.



AERVOE vs.

the Competition

COMPETITIVE CLAIMS AND OUR RESPONSE TO THEM!

BRAND #1 *“is better quality due to its higher solids content!”*

Response:

This means nothing when the solids referred to are made up of pigment extenders, including talc, clay, and calcium carbonate. These paints may have good “hide”, but fade to a pastel color quickly – out of spec with APWA color standards for buried utility assets and in some cases can be dangerous. Check the SDS for the harsher chemicals they contain.

BRAND #2 *“produces greater linear foot yield per can so your dollar goes farther!”*

Response:

This is subjective. Reason? Line length is based on the width of the marked line, the hide quality on the surface, how fast one moves, and the delivery rate of the product out of the can.

Brand #2 uses an extremely choked-down tip that makes the line “go farther” but produces a pencil-thin line in the process. It’s no wonder it goes farther but the result is poor. Check the SDS for the harsher chemicals contained, too.

BRAND #3 *“provides better hide qualities so it must be a better formula”*

Response:

Take a closer look at the label and the SDS. Now take a look for pigment extenders as noted earlier. Look at the color of the mark, and then take a look at the APWA color standard to see who’s in compliance. The SDS will also reveal that it contains harsher chemicals.

WATER-BASED VS. SOLVENT-BASED – AND WHAT IS WATER-ADDED?

How can the words “water-based” exist on these brands of marking paint and also state “Danger, Extremely Flammable” on the label? They should really say, “water-added”. This means that water is added to reduce the cost but it is at a quantity insufficient to eliminate flash point. Not so with Aervoe’s patented Water-Based Marking Paint. Only a water reducible resin system is water-based – yet still flammable. Water-added products ARE solvent-based AND extremely flammable.

Don’t let incorrect terminology mislead you, and the paying customer, by using inaccurate generalized references to “solvent-based”, or worst, “water-based”.

The ultimate answer is to formulate, package, and market Marking Paint to meet as many of the demands of the End User as possible. Retail brands formulate for mass quantity sales to keep prices low. Little worry is paid to daily worker hazardous exposure limits for folks spraying paint everyday. The Aervoe brand is a true industrial brand that is not sold at retail.

BEFORE TALKING PRICE!

Talk about net contents, reliability against clogging, color retention, color accuracy to the APWA standard, EPA/OSHA daily worker exposure limits and the harsh chemicals found in competitive brands!

Aervoe Industries, Inc. now classifies all of its Marking Paint based on its intended work zone, with a formula appropriate for it. This is honesty in labeling!

▶SURVEY MARKING PAINT

Surveyors need a mark that lasts a long time. Returning to re-mark lines is costly, as is clogged cans. Use Survey for marks needing to last at least 120 days. Also available as a Stake Dip in bulk form.

▶CONSTRUCTION MARKING PAINT

The Flagship Of The Line. It provides the Contractor the best **cost vs. benefit** of all Aervoe marking paints. Don't pay more for the added features of a 120+ day line when 90 days is all that is needed.

▶INVERT-A-CAP

The ultimate writing tool. Same quality as Construction Marking Paint in a smaller can, which makes it easier to write with.

▶ALL PURPOSE MARKING PAINT

The best choice when "cost-per-can" is important and the mark only needs to last 60 days. It has the same quality as Construction but with 2-ounces less fill.

▶FADE-OUT MARKER

Use where "industrial graffiti" is deemed a visual nuisance by municipal ordinance. Lasts only 30 days and then the color fades in direct sunlight. Aervoe patented it and it's the only one on the market (#6,652,638).

▶WATER-BASED MARKING PAINT

A true water-based formula, patented by Aervoe (#5,158,609). It won't kill grass or roots – a real boon for golf courses, park and recreation departments, and landscapers. The Aervoe brand clearly states **WARNING: Flammable** and not **DANGER: Extremely Flammable**. That's the difference between true water-based and water-added formulas!

▶MARKING CHALK

Lasts just 10-20 days for temporary marking and will not kill turf grass. Cleans off with a brush and warm, soapy water.

▶CLEAR MARKING COAT

Protects chalk lines from wind, rain and traffic exposure.



AERVOE MARKING PAINTS – the Original, the Safest, the Honest Choice!

Aervoe Industries, Inc. was the first to place a full Safety Data Sheet in each and every case, and continues to today. All labels, packaging, and SDS's comply with the current standards for products manufactured for intended use in the workplace (not a retail brand). The One Call Systems International/811 logo is on every can of Aervoe Marking Paint – and has been since 1975.



The Marking Paint Story - We Invented it, We Perfected it.



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