

+The myths about mold.

Unfortunately, household mold is still not very well understood. And that's allowed some misinformation to spread.

+**All molds are toxic.**

Not quite true. Only a few can cause health problems under certain conditions.

+**Black mold is the worst.**

There are many molds that are black. But however threatening a certain mold may look, you cannot determine toxicity by color.

+**Mold only grows in warm and humid climates.**

Certain kinds of molds have adapted to survive in almost any climate on Earth. But most flourish in temperatures between 60° and 100° F.

+**Old buildings have more mold problems than new construction.**

Actually, newer buildings may have more problems, because their tighter insulation allows moisture to build up inside.

+**Using bleach eliminates mold.**

Bleach can control mold growth on surfaces, but often does not affect the source of the problem. Also, bleach should not be used on porous materials or metals.

The U.S. Government's Environmental Protection Agency offers several resources for information about mold. If you'd like to know more, visit www.epa.gov/iaq/molds or call 1-800-438-4318.

Household mold: +What you need to know.



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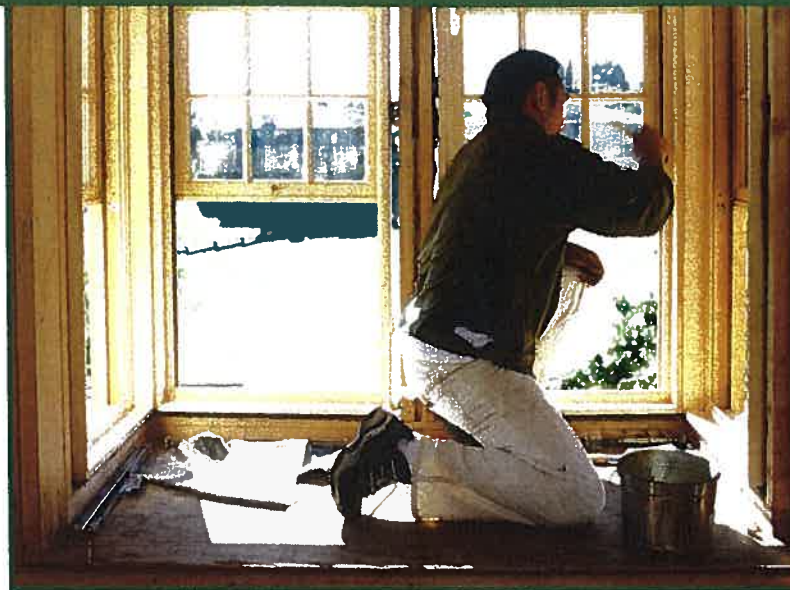


These tiny organisms have been getting a lot of attention lately.

Widespread media coverage has made mold a concern for many homeowners and business owners, as well as those in the real estate and building construction industries. So we've put together some facts about mold and tips on how to deal with it.

What is mold?

Mold is a rapidly reproducing microscopic fungus that feeds on decomposing organic matter. Many molds are harmless and are, in fact, a vital part of our ecosystem. But as allergy sufferers and victims of food poisoning can attest, not all are benign. Some molds create toxins, which can seriously affect the health of plants, animals, and people.



Homes make an ideal growing place for mold.

Molds thrive in temperatures between 60° and 100° F, where moisture and an abundant food source are present. Building materials like drywall, gypsum wallboard, wood, adhesive, ceiling tiles, paint, plywood, paper, and cardboard all contain cellulose, a source of food for molds.

[†]Mildew is a mold-like organism that feeds on organic tissues. In homes, mildew thrives on damp surfaces, especially in kitchens and bathrooms.

Here are some tips on how to reduce mold growth.

Allow for drainage of rainwater.

Moisture entering a building after a storm is one of the causes of mold. Roofs, windows, exterior doors, and walls should be constructed to allow the water to drain to the outside of the structure.

Exhaust moist air out of the building.

Exhaust fans should be used in bathrooms, in kitchens above stoves, and wherever else moisture is expected to build up.

Seal ductwork.

Leaky ducts allow cool air into buildings. When this cool air mixes with warm air, the dew point changes and water condensation is created. Also, leaky ducts can create air pressure imbalances. Both of these conditions

make indoor moisture harder to control and lead to air quality concerns.

Allow plenty of fresh air to circulate.

Proper ventilation will help prevent mold and other indoor contaminants from building up in a house.

Remove sources of mold.

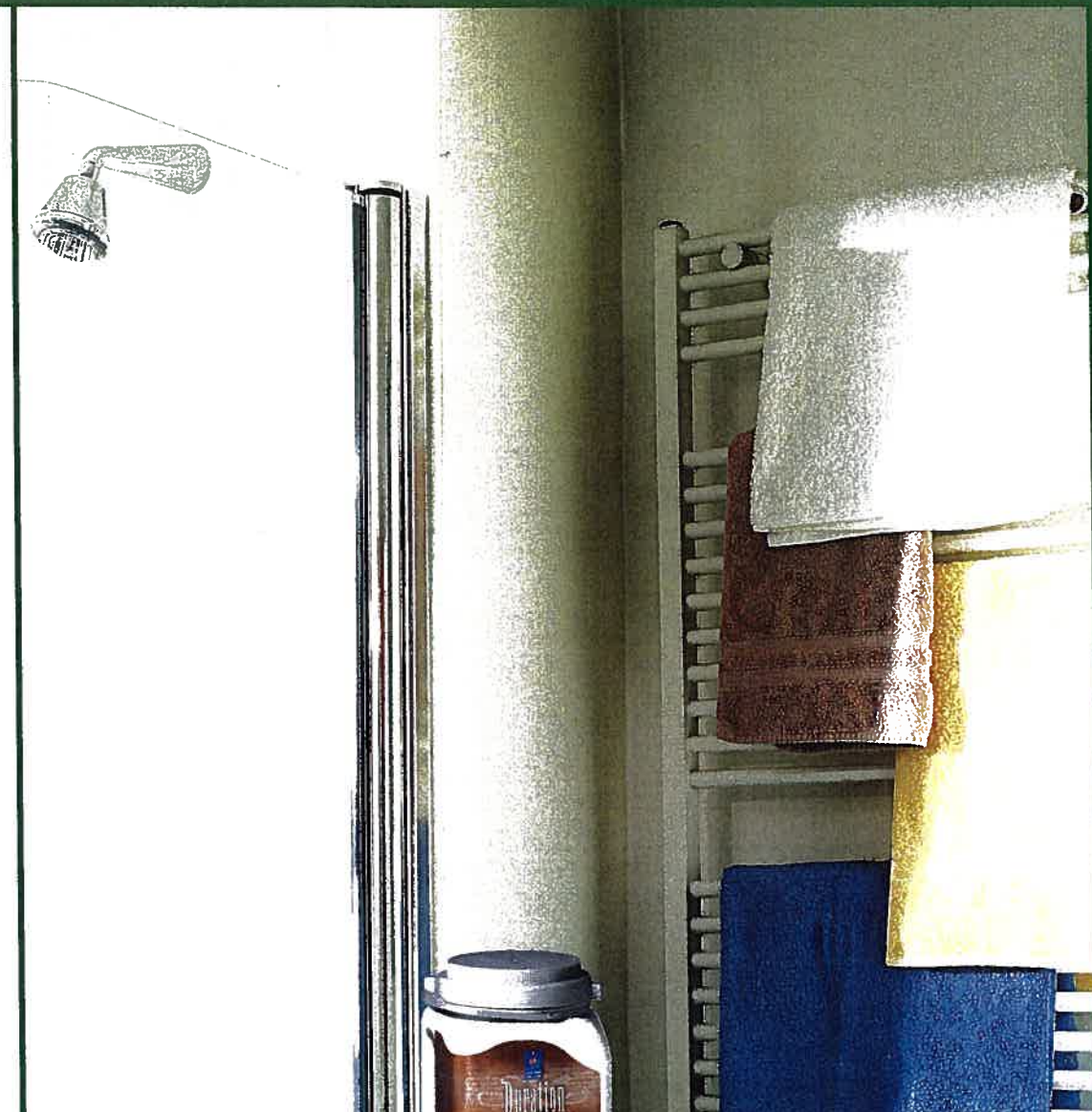
Mold growing on non-porous surfaces can be cleaned with a detergent. But the affected parts of porous surfaces like drywall and insulation must be completely replaced, and the area must be cleaned thoroughly. Infected semi-porous surfaces

like solid wood may require a combination of cleaning and replacing, depending on the severity of mold growth.



Mold doesn't have to ruin your beautiful finish.

At Sherwin-Williams, we've developed two coatings with anti-microbial properties that inhibit the growth of mold and mildew on the paint film – Harmony® and Duration Home.™



Harmony Interior Latex Coating

- Anti-microbial properties to inhibit the growth of mold and mildew on the paint film
- Zero VOC
- Low odor
- Formulated without silica
- Durable and high hiding
- Available in flat, egg-shell, semi-gloss and primer

Duration Home Interior Latex Coating

- Anti-microbial properties to inhibit the growth of mold and mildew on the paint film
- Low VOC
- Low odor
- Superior washability and burnish resistance
- Very good hide and touchup
- Ultra-smooth, easy application
- Available in matte, satin and semi-gloss

[†]Both Harmony and Duration Home are great for kitchens, bathrooms, and any other environment where mold growth is a concern.

Industry-leading innovation, from a name you can trust.

At Sherwin-Williams, we will continue to develop solutions that protect and beautify your home. And if you'd like more information on Harmony or Duration Home, contact your nearest Sherwin-Williams Store or Sales Representative or call 1-800-524-5979 to have a rep contact you.