

# Paint & Decorating 101

## PAINTING BASICS

A fresh coat of paint is one of the quickest and least expensive ways to dramatically transform the look of any room in your home. While paint color will ultimately impact a room's décor, the key to any successful paint and decorating job is in the preparation!

**Find a local paint retailer you can trust with experience and product knowledge.** They will guide you step by step, help determine your project needs and answer questions.

**Decide the quality of paint to be used.** Top quality paints are designed to produce the best-looking and longest-lasting results. Even though quality paints may cost a little more, they provide a smoother, more uniform appearance, are more durable and provide better coverage with fewer coats—so they are really more economical in the long run.

**Be sure the color you choose will be compatible/complimentary with**

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**Paint & Decorating**  
Lancaster & Lititz

**the major color elements of the room.** Bring a sample of the material you are trying to match with you when you visit your local retailer, so they can help you with paint choices. Color chips may look different in the showroom compared to your home and may even change throughout the day, depending on your lighting. Color samples are available to 'try on' or apply directly to your walls, allowing you to live with and experience color before making your purchase.

**Decide what your desired finish will be.** For the finish, you need to consider whether you want to achieve a flat, eggshell, satin, or semi-gloss look. When painting over a drastically darker or lighter color, invest time and money in a primer. It can help reduce the number of paint coats required to achieve the desired look. Consult your local retailer for help in selecting the right primer.

**Go for the Green.** Great strides are being made in technology to make paint environmentally friendly by lowering its VOC's (Volatile Organic Compounds) and make compliant coatings that perform as well or better than ordinary paint. One of the main advantages of these waterborne products is low odor as well as non-yellowing, faster drying time and easy cleanup. Inquire of your retailer how these products can fit with your project.

## WINDOW BLINDS, SHADES, SHEERS AND SHUTTERS

Choosing window treatments can be an intimidating process even for the experienced home decorator. Window blinds, shades, sheers and shutters are classic treatments that never go out of style. They're not just attractive; they're also highly functional. Light-diffusing treatments will also help protect fabrics and furniture. The beauty of these products is that they contribute style to

Celebrating 75 Years

**Grauer's**

Paint & Decorating

FOR DECORATING SOLUTIONS

A local family-owned business, Grauer's provides quality Benjamin Moore Paints, Hunter Douglas Blinds and a large selection of wallcoverings to the home owner and the contractor.

Grauer's first came to downtown Lancaster in 1933 and served Lancaster and surrounding areas for many years from its Bridgeport location. In 2002, we relocated to our present location at 1941 Lincoln Highway East, Lancaster. We opened our second location in January 2007 in Lititz at 35 North Cedar Street.  
(see our ad on page 11)





### A little of what you will find at Grauer's Paint & Decorating

- Customer Service
- Experienced Staff
- Benjamin Moore Paints
  - Color Matching
- Interior/Exterior Stains
- Hunter Douglas Blinds
- Custom Window Treatments
- Residential/Commercial Wallcovering Library
- Decorating Advice



a room without overpowering it.

When choosing window treatments consider the four basic elements: privacy, light control, function and style. Once you have determined your particular needs in these four areas, you may then proceed to choosing color, patterns, hardware and beautiful fabric treatments to enhance the décor of your room. In addition, valances, pole wraps (options in decorative poles, finials and scarf holders are endless and quite extraordinary), decorative braids and tassels will truly customize your décor. Don't forget to have your retail dealer assist you in choosing fabrics for furniture upholstery, throw pillows, cus-

tom bedding and window seat cushions.

### WALLCOVERING... go where paint can't take you!

Wallcoverings can completely transform the look and feel of a room. No matter your style, the choices are unlimited! Wallpaper is one of the few do-it-yourself projects that can be handled by most people. Recently introduced is the user friendly, nonwoven fabric wallcovering, easy to hang, easy to remove, that will change the way you think of wallpaper. Another new feature is the washable arrow indicating pattern match.

**Consider where you want to install wallpaper**—on every wall, in just part of the room (one wall or under a chair rail), or a simple wallpaper border to install on a painted wall.

**Measure the walls in sections**—measure the length around the room and the ceiling height. Note the size

of windows, doors and other spaces where you will not need any wallpaper. Creating a simple sketch can be helpful.

**Obtain samples**—this way you can see what the wallpaper actually looks like on the intended walls and with the other items in the room. Lighting, both natural and from lamps, can affect how the paper will appear in the room.

### Advantages to Buying from Your Local Retailer

You get personal service by knowledgeable sales people who can help you choose colors and patterns to work with your personal needs. In the event that there is a problem with your paint, window treatment or wallcovering, you can talk face-to-face with them, and they can take care of your needs without the frustration of talking to a recording at some 1-800 number. Your local retailer can put you in touch with all the support services that you need to successfully complete any project.

R&A

## Top Four Things You Should Know About Decorating

**1. Top Quality paints are designed to produce the best-looking and longest-lasting results.**

**2. When choosing window treatments, remember these four basic elements:**

- Privacy,
- Light-Control,
- Function and
- Style

**3. When purchasing wallcovering, always buy extra. You may need it someday!**

**4. Choose a local full-service paint & decorating retailer. They have a vested interest in serving you with the best in expertise and commitment.**

[www.GrauersPaint.com](http://www.GrauersPaint.com)

### Discover How Our Experienced Staff Can Serve You:

- Color & Style Selection
- Design Consulting
- Custom Window Treatments
- Expert Measuring & Installation
- Extensive Wallpaper Library

**HunterDouglas**  
Window Treatments

**Benjamin Moore**  
Paints

### Two Locations To Serve You!

1941 Lincoln Hwy. East  
Lancaster, PA 17602  
(717) 394-0558

35 N. Cedar Street  
Lititz, PA 17543  
(717) 626-2330

Celebrating 75 Years

**Grauer's**  
Paint & Decorating  
FOR DECORATING SOLUTIONS

Please accept the following offer as our "Thank You" for choosing **Grauer's Paint & Decorating**

This coupon entitles the bearer to receive:  
**\$5 OFF on their \$25 purchase!**

Cannot be combined with other offers or used on previous orders. Offer expires 06/30/08. RASPO8

