By Kelley Walker Perry

Home. Few words convey a more powerful meaning than that one for most families. A home is without a doubt one of the largest investments a family makes―and painting and repainting is without a doubt one of the largest headaches that investment creates.

No one wants to repaint the exterior of their home within a few years of living in it. Just ask Vurl and Deborah Trimmer, of Greenwood. Their two-story home is mostly wood, and they repainted it every four to five years since purchasing it about 15 years ago.

But paint, while flexible and affordable, is a temporary solution to a permanent problem. Years ago, lead and mercury additives caused paint to last sometimes 20 years; today’s health-cautious and environmentally-safe paints might last three to five years.

So, Hoosier Permanent Coatings offers families like the Trimmers a better choice: More than 1,800 colors of lead-free, mildew-resistant material on a home that won’t require repainting―ever.

This high-performance acrylic protection―an exclusive customized elastomeric urethane designed to look like fresh paint, but endure like siding―exceeds or meets every EPA standard and is quickly becoming popular, according to owner Paul Fortuna.

“It’s an up-and-coming thing, but it’s been around awhile,” he said. “It’s been used in street lines and golf ball casings for years.”

Permanent coatings such as this extremely tough, spray-applied film can be used on brick, stucco, masonite, vinyl and aluminum siding―virtually any surface.

“Every type of home is a good candidate for this,” Fortuna said.

Permanent coating was a perfect solution for the Trimmers, who chose its installation two years ago because they wanted to quit repainting, yet maintain the look of wood on their home. It can also be a very good idea for some other areas or homes: specialty homes, homes in historical districts where homeowners are not allowed to change the structure of the home, and also some areas, such as Carmel, where homeowners are not allowed to have siding.

Many Indiana homeowners, including several in Johnson County, have taken advantage of Fortuna’s offer of a free estimate, and have gone on to arrange for installation. It takes about three days to a week for Fortuna’s certified installers to get the job done―you can’t do it yourself, he said. But there is a lifetime warranty on this durable material that includes labor, which no other company can boast.

“Sears has a lifetime warranty (on one of their paint types), but you still have to prove it and then go back and repaint it yourself,” Fortuna said.

Maintenance is virtually nonexistent. The Hoosier Permanent Coating system produces a finish that is smooth to the touch with a rich satin finish, and all it requires is an occasional hose-down.

And the cost? Generally speaking, permanent coatings are less expensive than new vinyl or aluminum siding and more expensive (two to three times the cost) of a good quality paintjob.

For further information, contact Hoosier Permanent Coatings at (317) 337-9877.