



AEC Daily Corporation
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AIA/CES Registered Provider
AIA/CES Provider Number J624

Sponsored by:



Jim Lauffenberger

Has successfully completed the course

An Introduction to Priming

Course Number: AEC356 (ZI-EN-35603-1011) on May 26, 2011
Certificate Number: 399455-24898
AIA/CES Learning Units: 1 LU - 1 hour program
This course qualifies for HSW

Instructor: Liz Krauthammer



fbpe
Provider 0004278
Sequence 0000031



COURSE ADDENDUM

Participant's Name: Jim Lauffenberger

Participant's License #: _____

Telephone #: (_____) _____

Date Course Completed: May 26, 2011

Course Title: An Introduction to Priming

Course Number: AEC356 (ZI-EN-35603-1011)

Course Description: Provides an overview of the key reasons to apply a primer to every surface before painting a topcoat. Surface preparation, typical primer applications, stain-blocking and functionally specific primers are discussed.

Learning Objectives: Examine the relationship between a primer and a topcoat and establish why a primer coat is necessary to ensure a long-lasting, durable paint project.
Discuss the importance of surface preparation and describe the methods used to clean and prepare different surfaces before the application of a primer.
Recognize the role of stain-blocking primers and identify functionally specific primers with unique performance requirements.
Discuss the green building benefits of using today's primers and how the use of specific primers can contribute to earning points toward the LEED® certification of a building project.

Number of Course Hours Completed: 1 LUs

Name of Course Provider: AEC Daily Corporation

Name of Course Trainer or Educator: Liz Krauthammer, Brand Manager

Course Trainer/Educator's Telephone #:

Instructor Bio: Liz Krauthammer is Brand Manager for Zinsser primers at Rust-Oleum's Somerset, NJ location. Liz has more than 20 years professional experience, including 10 years working with Zinsser domestic brand management as well as in international sales. Liz works closely with Zinsser labs in product development, with Rust-Oleum's cross channel sales force and with end-users of Zinsser brands to ensure product development and brand messaging are relevant to today's professional and consumer market needs and expectations. Drawing from her experience teaching at Rutgers University, conducting sales training and customer workshops, working with chemists through product development and complaint investigations, and extensive end-user research, Liz is uniquely qualified to present this primer course.