



FENCECO—FENCING WITH A PERSONAL TOUCH

# The Fence Post

VOLUME I, ISSUE 2

## WORD TO THE WISE: STAIN AND PROTECT THAT FENCE!

**POP QUIZ!** American homeowners spend millions of dollars on home improvement projects every year; of those, which project would a homeowner willingly expend thousands of dollars to have custom built out of wood, and then leave outside in the elements to rot? **ANSWER:** A FENCE!

Everyday, clients and individuals ask, "Is it really worth it to stain my privacy fence?" The simple answer is an emphatic, "Absolutely!" The lifetime and quality of any fence will be improved by protecting the wood from moisture, molds, and mildews.

All wood, whether treated pine or western red cedar, when left unprotected will turn gray, green, or even black as growth of molds, mildew, and/or algae are a natural function of

age and decay. Unprotected as they age, grayed-out cedar pickets subjected to moisture, wind, and the sun's harmful UV rays begin to contract and lose mass from the outside. Moisture seeps up the fibers of wood from ground contact, and the bottom 12-18 inches of each picket swells and rots off the rails, leaving nail heads exposed. The tops of treated posts and rails will also absorb moisture where rain water pools in the tiny cracks and grooves in the grain.

Eventually, a once strong and sturdy fence begins to lean where posts break-off from their concrete, gates become stuck or won't close, and no amount spent on repairs will ever bring back the quality and security. It is at that point the fence is just another expense to upkeep.

A fence shouldn't be an "expense" to a homeowner, it is an invest-

ment which brings value and raises equity. Therefore, the most effective way to get the most return on your fencing dollar is to protect your fence as soon as possible!

Not just new fences, older fences that are grayed-out and have not lost their integrity can be cleaned and treated too. High-pressure power washing wood privacy fences is not recommended, especially older ones; blasts of water severely damage the surfaces of pickets already compromised by mold growth.

A fence that is defended from Oklahoma's harsh climate and beautiful to look at is an asset to any home; but a fence that has turned grey or black, and showing signs of rot after just a couple of years can be a liability to overall property value of a whole neighborhood.

## FENCECO IS YOUR RESOURCE FOR QUALITY!

We know you have many choices when it comes to fence companies—but during times of economic chaos while you are trying to make the wisest investments for the future, don't skimp on safeguarding your major purchases from the ravages of the Oklahoma weather!

FenceCO is proud to carry Wood Defender™ specially formulated stain made by

Standard Paints, Inc., and offers all homeowners the opportunity to enhance their property's value and appearance.

Wood Defender™ stains come with a 2 or 3-year warranty from the manufacturer, and FenceCo guarantees that a fence treated with Wood Defender™ stain will look nice for many years to come.

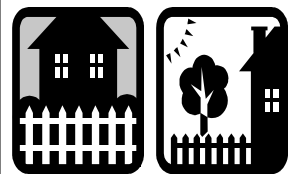
Unfortunately, no stain will last forever, but because Wood De-

fender™ stain's modified oil formula enhances penetration and does not leave a "sealed" surface like paint, re-coats are a snap! No need for caustic strippers or high-pressure power washing because there will be little or no surface prep work required before a re-spray.

In just a few hours, you can be sure that it will have the best protection and longevity your investment deserves!

### WOOD DEFENDER™ STAIN'S FORMULA:

- ◆ High quality, deep penetrating natural oils replenish and revive wood
- ◆ Highest quality trans-oxide and fine iron oxide pigments lessen the damage of harsh UV rays
- ◆ Synthetic resins promote adhesion and penetration
- ◆ Proprietary biocides repel growth of mildews and fungus spores
- ◆ Water-repellent silicone minimizes warping, swelling, and cupping



FENCECO

10310 S. Elm St.

Jenks, OK 74037

Office (918)299-8444

FAX (918) 299-8445

FenceCo@yahoo.com

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