



## It's A-Peel-Ing!

A conversation with Michelle Mitchell, CMO of Peel-Tek, makers of Peel-Tek®150, a temporary protective surface and liquid masking.

### *What are some types of work Peel-Tek makes easier?*

Peel-Tek 150 bridges the gap in masking rough, highly textured surfaces. Where traditional masking products (tape) fail to adhere or allow seepage in highly textured surfaces, Peel-Tek 150 forms a contour hugging, skin-tight protective barrier, preventing seepage and bleeding. It peels away cleanly, leaving no residue behind. It can be left on interior surfaces for weeks and still peel away cleanly. It can be used for stenciling, even on stained concrete floors, without fear of damage to the stained area.

### *How can Peel-Tek work in conjunction with tape?*

Peel-Tek 150 can be used as a double-back adhesive with masking paper or plastic to mask large areas and will adhere to the most stubborn surfaces. Just run a small bead at the edge of the masking paper/plastic and apply to the desired area while it is still wet. It can be used this way to cordon off full rooms to keep them dust/residue free. Once it dries, it forms a tight bond and will not allow the masking paper/plastic to move until you are ready to peel it away.

### *Is it easy for the average person to apply?*

Peel-Tek 150 can be applied with a paint brush or roller for larger surfaces. It is very forgiving—if you accidentally apply some where it doesn't belong, just rub that area and it will come off or you can wait until it is dried and peel away any unwanted product.

### *Is it "safe and green?"*

Peel-Tek 150 has a base of natural latex and is water soluble. It is eco-friendly

### *Give me an example of a project where Peel-Tek can "make the difference."*

When masking highly textured walls or hard to mask areas like brick, stone, stucco, cement—areas that tape will not adhere to easily—Peel-Tek 150 not only adheres, but it seeps down into every crevice and pore, creating a skin-tight barrier that paint will not penetrate. Upon completion of the project, it peels away cleanly leaving no residue. It is also great for use in masking difficult angles, circular patterns, etc.

### *In a more industrial setting, where does it come in handy?*

Peel-Tek 150 is a great product for use on stained concrete. Traditional masking tape cannot be used on stained concrete as there is a chemical reaction between the adhesive in the tape and the finish of the stained concrete and will cause the finish and stain to be damaged. Peel-Tek 150 does not have this problem; it can be used directly on stained concrete without worry of damaging the stain or finish. It is also a great complement to masking paper/plastic to protect surrounding areas before shooting stain. It protects from over-spray and texture, as well as surface protection for tubs, granite counter tops, etc.

### *What are some benefits a paint retailer can talk up?*

One quart of Peel-Tek 150 is equivalent to four rolls of masking tape and will not go bad sitting in your tool box. It can be easily partnered with masking paper/plastic and is able to stay in place for weeks at a time without becoming difficult to remove. It is great for detailed stenciling during custom paint jobs and can be used on both porous and non-porous surfaces. [peel-tek.com](http://peel-tek.com)

