

# 505 North Brand

Pacific Systems Interiors | Dino Romero, Senior VP Painting Division



For about 60 years, Pacific Systems Interiors (PSI) has been a reputable Southern California framing and drywall contractor. It specializes in high-detail jobs such as OSHPD Healthcare, motion picture studio lots, infection control/occupied space environments, and other intricate work.

A few years ago, PSI hired Dino Romero to grow the brand and start its painting division. Today, a big part of the division's success lies in its relationship with coatings manufacturer Dunn-Edwards.

"Working on difficult projects separates us from others and Dunn-Edwards is a huge reason why this division works," Romero said. "The customer service and product quality is second to none."



This strong relationship was needed in early 2020, when PSI tackled a problem on a high-profile office building in Glendale, CA.

Located at—and named—505 North Brand, the 18-story structure suffered from a dated look. The building was primarily poured-in-place concrete

and smooth stucco; granite panels covered about 20% of it. Along with other improvements, a complete exterior repaint was requested by Cruzan, the building's owner.

Unfortunately, the original paint manufacturer's specifications failed upon testing when applied to the granite panels. PSI was called in to develop a system that worked and could honor the original 10-year materials warranty.

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Romero noticed the original system relied heavily on a quality primer, and the new one would require some form of etching in order for a primer to bond better. He suggested his Dunn-Edwards rep get involved. His rep used Romero's insights and tapped his internal team to develop a system within weeks.

"When I gave my rep and his team my ideas and he saw what we were up against, they worked to find a system in which we would have no issue with warranties," Romero added. "They stood behind us. A lot of companies wouldn't want to deal with that long of a warranty."

The new system included applying X-I-M's Etch-I-M etching cream and properly removing it, then applying Dunn-Edwards' SLPR00 SUPER-LOC Premium masonry/bonding primer, followed by two coats of the company's EVSH50 EVERSIELD, a 100% acrylic ultra-premium exterior semi-gloss paint. The new system worked so well, PSI was hired to paint both the 18-story building and the adjacent 5-story parking garage as well.

Due to COVID-19 and weather issues, it took five months to complete the entire project, which involved more than \$80,000 in coatings. Today, building ownership couldn't be happier with the results, as 505 North Brand has transformed from beige-and-bland to a showpiece in its Glendale neighborhood.



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