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## 31<sup>ST</sup> ANNUAL OFFICE REVIEW

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## PAINT IS MORE THAN JUST A LABEL

By Krysta Venturella, Editorial Assistant

Just as one should never judge a book by its cover, one should never judge paint by its label. Jim Norton, president of Bayonne-based The Muralo Company, a family-owned paint manufacturer now in its third generation, says, "The problem with paint is all the cans are round metal with paper labels, so it is hard to judge the product just by looking at the package."

Norton says the Muralo paint brand, which is sold to 300 independent paint dealers across New Jersey, "is a better product than what is typically on the market and we feel independent dealers give better service to customers, as far as explaining our products." Norton also notes that the Muralo Company paint brand is a few dollars less than more well-known paints at the retail price, but is a superior product.

"Our objective is to make best product on the market, and that is the reputation we have," says Norton. "As far as the impact on the market, people are always copying us. For example, most other paint manufacturers have added ceramic to their top-line products, but we were the first to do this."

Muralo Company was the first to incorporate ceramic technology into paint. Muralo Ultra finishes use round ceramic microspheres to allow the product to go on more smoothly and create a harder, longer-lasting finish that resists stains.

Norton says there is no comparison between Muralo paint and other well-known brands. "Our products are whiter, smoother and last longer."

Most of The Muralo Company's products have a lifetime guarantee, but Norton says there is a misnomer in the industry about paint's lasting



Jim Norton

potential. He says while many companies promise a five, 10- or 15-year warranty, this is under the misguided assumption that people paint only after signs of wear, whereas he believes people paint for aesthetic reasons or change of taste.

The new Color Fashions Program, a Muralo Company innovation, replaces the traditional 1,000 to 1,500 multi-color sample chips colors with 304 single, large - color chips. Fewer colors help avoid color

confusion created by 1,500 color assortments.

"When you walk up to a normal rack, there are 1,500 colors and that's just too many to look at," says Norton. "A lot [of colors] don't sell and are just there for appearance."

To avoid this, Muralo Company created 5 1/4 by 2 1/2 inch single-color chips. A single color swatch prevents other colors from influencing color perception. Large sheets, 7 1/2 by 11 inches are also available for customers.

"These large sheets give people the ability to take the color home, put it on the wall and look at it and live with it for a couple of days and make sure it is the color they want before they paint the entire room," says Norton.

Muralo paint is a multi-regional family-owned business, with manufacturing facilities in Bayonne and Los Angeles and a warehouse in Chicago. "My father and grandfather started the business," says Norton. "My father (89) still comes to work everyday."