



# Atova International's 3-Day Course Timeline

## I. The introduction of basic products and aesthetic effect orientated applications

The overall objective of the 3-Day program is to provide a solid fundamental and working knowledge on all **Le Belle Mura** decorative plasters, stucco and paints. The Atova International Educational Facility was designed to demonstrate, train, and explore the multiple applications, techniques, and possibilities relative to the products Atova hosts and markets. By the end of the course, each student will have covered all aspects of each products general and specific properties. Areas such as marketing and business strategy are focused on heavily throughout the period. The establishment of commercial, practical, and intended uses of each product will all become more evident as they are thoroughly examined during the course of events scheduled below. Additional topics such as job estimating, labor efficiency, and troubleshooting are all easily referenced using each products support system. Atova International's educational program is designed to provide commercial and residential painters, contractors, builders, architects, designers, finishers, and all those interested with an overall knowledge that is compatible and efficient. Backed by over 125 years of manufacturing, distribution, and research, Atova International's associates have developed a product support system like no other. We have developed one that is flexible for the North American market and it's specific requirements.

### **The presentation and outcome...**

After the product presentation and orientation, the events listed below will be incorporated into 3 full 8 hour days of demonstrations and hands-on-training. Orientation will include a relaxed overview of each individual products presentational material and recommended application tools, technical and MSDS information, and tinting systems. Also, the completion of a 15 – 20 piece polystyrene panel presentation will be developed and taken home by each student during the actual course. Additional materials may include panel bags, additional panels, pre-made panel presentations, additional tools, and even contractor kits. The overall outcome of the 3-day course is designed to provide a solid fundamental and working knowledge on how to prepare, apply, and troubleshoot **Le Bella Mura** Decorative Plaster Lines.



## The 3 day course of events...

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### 1. Surface examination and wall preparation Phase1

A) The main function of this section is to establish the crucial fundamentals of how to prepare walls and substrates for our decorative paints, plasters, and stucco. This fundamental procedure is implemented in order to clarify troubleshooting characteristics, time effects, durability, and product guarantee. This segment provides an overall working knowledge on all necessary surface preparation basics based on multiple substrate examples. It also gives detailed descriptions on products designed for the preparation of drywall, cement, stucco, metallic, wood, and even glass surfaces.

### 2. Introduction to decorative plasters and stucco Phase2

A) *A series of events ranging from product orientations and demonstrations - to hands on training.*

This segment teaches the student various key fundamentals and aspects such as working with trowels, spatulas, and taping tools- as well as initiates hands on training with the 5 various plasters and stucco. This section will breakdown the standard and commercial applications of traditional Venetian Plaster, Stucco Veneziano, and Marmorino using 3 main tools.

### 3. Advanced decorative plasters and stucco Phase3

A) The first segment of this phase is a series of educational events which promote the more decorative and artistic applications of the various plasters and stucco by means of alternate and advanced key techniques, product combinations, and application strategies.

B) The second segment of this phase is the business aspect of decorative plaster and stucco applications. Key subjects such as estimation aspects, job bidding, marketing, promotion, product guarantee, competition, and much more. Depending on the advancements by students, this entire phase may take longer than one full day. *Refer to the advanced decorative plasters and stucco detailed phase explanation for more information.*

### 4. Working with textures Phase4

A) *A series of texture based product demonstrations and hands on training events geared towards teaching and demonstrating the various La Belle Mura surface textures- as well as the coatings capable of being applied over them or with them.* Decorative textures and aggregates play a major role in today's decorative finishing industry as they provide

unlimited amounts of flexibility when trying to create natural and earthlike structures. These key products also provide many restoration characteristics which make them a valuable investment for decorative finishers executing applications in aged or deteriorated environments.

## **5. Working with outdoor decorative paints, plasters, and stucco materials Phase5**

*A) A series of demonstrations and hands on training events focused on teaching the various outdoor decorative paints, plasters, and stuccos provided by the Le Belle Mura decorative plaster lines. These important materials play a major role in the Atova program because they are incorporated into many of the interior finishes we teach throughout the course of the program. Refer to the Indoor and Outdoor Decorative Paints and Stucco detailed phase explanation for more information.*

## **II. Detailed Phase Explanations**

A. This segment further analyses the course of events during each phase of the 3 day course

### **Identify each phase with its matching number displayed on sheet one:**

Note: The events listed here and above do not necessarily always occur in this exact order. Based on class sizes or student qualifications, rapid or non-rapid advancements; time and strategy may be adjusted accordingly.

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### **1. Surface examination and wall preparation**

During this extremely important phase, applicators must learn key fundamentals about surface preparation in order to safely eliminate problems and inconveniences. Good examination and preparation allows for smooth applications, better final results, and overall, it promotes excellent efficiency.

**Key products: Acrylic Fixative, Quartz Paints, Primers, and Sealers**

#### **Benefits of this phase:**

- 1.) Substrate identification
- 2.) Identifying new and old construction
  - a. new construction
  - b. previously painted construction
  - c. deteriorated and molded surfaces
- 3.) Using alternate fixatives, base coats, and sealing products

- 4.) Standard and non standard indoor and outdoor preparation procedures
- 5.) Alternatives to standard wall preparation
- 6.) Relative time and pricing factors
  - a. bidding factors
  - b. time and labor factors
- 7.) Learning important measuring factors and identifying individual product spreading ratios for accurate and efficient estimations.

## **2. Introduction to decorative plasters**

During this phase, applicators will begin to familiarize themselves with the traditional applications of products such as Stucco Veneziano and Marmorino. Between the two lines being demonstrated, a total of 5 Venetian type plasters will be demonstrated and applied. The overall goal of this phase will be to teach and train the standard application of Venetian Plaster.

**Key products: Stucco Veneziano Classico, Stucco Veneziano Neutro**

**Stucco Marmorino Classico, Stucco Marmorino Neutro**

### **Benefits of this phase:**

- 1.) Working with various tools
- 2.) Differentiating various categories of plasters
- 3.) Learning key fundamentals of trowel and spatula movements
- 4.) Working with substrate sections
- 5.) Working with multiple applicators or partners
- 6.) Taping, cutting edges, and working with corners
- 7.) Becoming familiar with absorption rates, dry times, and transpiration
- 8.) Polishing, burnishing, matting, and waxing final applications
- 9.) Plaster color theory and tinting properties

### 3. Advanced decorative plasters

During this phase, applicators will be able to experiment with Venetian plasters, as well as incorporate newly demonstrated techniques and materials into panel presentations. Students will also move from live walls- to polystyrene panels in order to begin creating official panel presentations for the overall portfolio- which will be completed by the end of the 3 day period.

**Key products: Lime Spatulate, StuccoVeneziano TR,W, AG, Marmorino, Metallics, Mineral Paints, Glazes, and Velatura.**

#### **Benefits of this phase:**

- 1.) Learning alternate application techniques and methods
- 2.) Examining product flexibility
- 3.) Learning new and exclusive decorative characteristics
- 4.) Measuring alternate time and effort consistency
- 5.) Expanding spreading rates and product ratios
- 6.) Differentiating commercial and artistic applications
- 7.) Introduction to various co-products compatible with Venetian plasters such as:
  - a. Flouart
  - b. Velatura
  - c. Lime Paint Calce
  - d. Metallics
  - e. Gold and Silver Micropowder
  - f. Waxes

#### 4. Working with interior and exterior texture

Using light-weight texture finishing's, slaked lime aggregates, and silicate based decorative products can provide a world of unlimited finishing capabilities. These materials provide key textures which are incorporated into many of Atova International's specialty finishes. Many of the products, as are, come fundamental in commercial and even industrial applications, however, when combined with various mineral paints, glazes, and even Venetian plasters, they provide excellent decorative, classic, and contemporary- flexible finishes. **Key products: Calce Decorativa, intonachino, Stucco Marmo Antico, Slaked Lime, Metallics, Mineral Paints, Glazes, and Velatura**

##### **Benefits of this phase:**

- 1.) Learning texture provides a world of unlimited finishing capabilities
- 2.) Learning flexible undercoating textures
- 3.) Learning various glazing techniques and specialty top coats for textures
- 4.) Learning special interior and exterior substrate precautions
- 5.) Learning how to create stone like structures such as limestone, moonrock, and other granular or quarry type earthlike textures

#### 5. Working with outdoor decorative paints and stucco materials

A brief introduction of products specifically designed for the exterior. This phase covers various types of construction and demonstrates the use of Atova decorative paints, plasters, and stucco over common exterior substrates. **Note:** Exterior products and applications are often sensitive subjects and difficult to insure due to lack of application control and environmental differences. During this phase we simply demonstrate the outdoor products as finishing or final coats for properly constructed exterior substrates. We do not attempt to identify our outdoor decorative products as building materials or substitutes for EIFS, Sand Based Stuccos, or Concrete building materials. They are simply durable mineral top coat finishes.

**Key products: Calce Decorativa, intonachino, Stucco Marmo Antico, Slaked Lime, Metallics, Mineral Paints, Glazes, and Velatura**

