



A Passion

HOW DO YOU GO FROM A PART-TIME JOB PAINTING APARTMENTS to owning one of the East Coast's most successful commercial contracting firms, employing more than 100 painters and office staff from a 10,750 square foot headquarters?

"The number one thing is to have a passion for what you do," says Dave Scaturro of Alpine Painting and Sandblasting Contractors of Paterson, N.J. "We always talk about having a career at Alpine Painting, not just a job. So, our employees are passionate. It's ingrained in the culture here, and we believe that the end user, our customers, are going to feel that passion."

Planting the seeds

That passion for painting started in 1975 for the Scaturro family. Steve Scaturro was studying engineering at the New Jersey Institute of Technology. To help pay tuition, he took a part-time job as the super at the apartment building where he was living. One of his responsibilities was hiring contractors to maintain the building, including people



FOR PAINTING

to paint the apartments when residents moved out. As a 20-year-old college student, Steve saw an opportunity for him and brother Ben, who was working as a physical education teacher. To make a few extra dollars, they started painting the apartments.

After graduating in 1978, Steve went into the painting business full-time with a crew of four to five painters. Ben joined full-time the next year. In the 1980s, they began focusing on winning larger-scale commercial and industrial projects. They joined trade organizations like the PDCA and SSPC and changed the

company name from Scaturro Bros. to Alpine Painting and Sandblasting Contractors.

Growing with the next generation

By 1990, they had enough work to support 35 full-time painters and two office employees. As the business grew, so did the Scaturro family. Ben's sons Sam, Dave and Ben Jr. started at a young age in the shop and eventually worked their way into the field. Before taking them into the business full-time, though, Ben insisted they all get college educations.

Sam graduated from Rutgers University in 2000 with a degree in civil and environmental engineering and then became a project manager/estimator at Alpine. Earning a degree in labor relations and business management from Rutgers in 2002, Dave entered the family business in sales and marketing and eventually became sales director. Ben Jr. graduated from Penn State in 2005 with an economics degree and is now a project manager at Alpine.

Fueling the future

Today, 40 years after Steve and Ben started painting those first apartments, the first generation is passing the business on to the second. With the help of top-level office staff and craftspeople, the brothers are harnessing their father and uncle's vision while adding new ideas to make the business even more scalable and efficient.

The formula is generating recognition not only from customers, but the local business community and the coatings industry as well. The company has won numerous workplace safety awards including the State of New Jersey Governor's Occupational Safety and Health Award and National PDCA Safety Awards.

Alpine has also won the PDCA's PIPP (Picture It Painted Professionally) National Painting Award eleven different times, including the 2015 Commercial Restoration Exterior award for their restoration of the Allstate Information Management facility in Paterson, N.J.

Doing award-winning work

The Allstate project mandate: Make the aged building safer to work in and around and prevent any water from penetrating its walls.

The building was pressure washed using approximately 2500 psi to clean accessible areas of loose and peeling paint.

The next step toward waterproofing required that all window trim or gaps be filled with a high-performance, paintable caulk from Sherwin-Williams.

"It filled in large gaps and cracked areas that a standard coating would not fill in," Scaturro says. "The caulk would adjust to changing weather conditions without cracking or opening holes but allowed it to be painted to ensure a smooth finish and additional water proof protection."

Using brush, roll and spray, crews applied two coats of Loxon XP Masonry Coating to all painted masonry areas.

Any metal trim and window frames received a full coat of Pro Industrial



A system of Loxon Conditioner and Loxon XP Masonry Coating helped Alpine Painting win a PIPP Award at an Allstate facility in Paterson, NJ (above left). Alpine relies on Sherwin-Williams coatings to provide long-lasting finishes on commercial jobs.

All prepared masonry was primed using Loxon Conditioner, and all metal and rebar areas were primed with rust-inhibitive Kem Bond HS Universal Metal Primer.

"The preparation of the concrete took care of the danger from the falling and cracked areas and Loxon Conditioner was the first step in the waterproofing system that was to be applied," Scaturro says. "The masonry conditioner acted as a tie coat to the bare and previously painted surfaces to help assist with obtaining proper adhesion."

Urethane with a gloss finish "to really make those areas pop and stand out." All unpainted brick surfaces were sealed with a clear Seal-Krete Original Waterproofing Sealer.

"We counted on the technical representatives from Sherwin-Williams to help evaluate the existing surface conditions and help specify the appropriate coating system for our customer," Scaturro says. "We have worked with Sherwin-Williams for many decades and feel they are a partner to bring our customer results and our company success." PPC

Hiring: How Internships Can Help Your Firm

In the latest installment in our Pro On The Go video series, Dave Scaturro talks about the creative methods Alpine Painting is using to find the best new talent. Watch it at sherwin-williams.com/pro-on-the-go.

