



PRESS RELEASE

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SMA Offers a Series of Stucco DVDs to Educate the Building Professional

Newport Beach, CA – Two stucco informational DVDs are now available to purchase online at www.stuccomfgassoc.com. *Colors That Last* is the first in the series focusing on the history of the 3-coat stucco system, along with attractive examples of the finished product on the wall, installation methods, and the specifier's view of the 3-coat system. This DVD is available in both Spanish and English versions.

The second of the series, *Features and Characteristics: 3-Coat Stucco* focuses more on the technical aspects of the portland cement-based plaster exterior cladding system. Targeted towards the specifier, architect, contractor, and building owner, this DVD is meant to educate the professional on what to expect from stucco. For example, color variation, proper curing, textures, cracking, and efflorescence are all covered in the video.

In 1957, the SMA (Stucco Manufacturers Association) formed as a non-profit trade association comprised of the major manufacturers of stucco in North America, as well as their related suppliers. Their primary focus is to educate the professionals in the building industry. Architects, specifiers, plastering contractors, building owners, interior designers, color consultants, and suppliers can benefit from the expertise of the SMA -- especially with the use of their available resources, such as the DVDs.

The cost of each DVD is \$20 for members and \$40 for non-members, plus \$5 shipping. For more information please contact the association's Executive Director, Norma Fox, at 949.640.9902.