

# TECHNICAL BULLETIN

## Cost per Square Foot

To compare the cost per square foot of any two paints that may have different prices per gallon, you must have two identical areas to be painted – such as two new homes. The two paints must be prepared by label instructions in the same manner and applied with the same type of equipment, usually by the same person using the same techniques throughout. To be fair, the only variable in this comparison should be the paint itself. After the identical wall spaces are painted, the amount to achieve coverage is tallied and compared. A typical analysis will look like this:

Brand	Gallon Price	Surface Area to be Painted	Sq. Ft. Coverage per Gallon	Gallons Required	Total Cost	Cost per Square Foot
Brand "A"	\$17.50	12,000 sq ft.	414 sq. ft.	29	\$507.50	\$0.0423
Brand "B"	\$15.50	12,000 sq ft.	300 sq. ft.	40	\$620.00	\$0.0517

In this situation, a paint that would initially cost more is proven to be less expensive than the cheaper paint. Brand "B" saved this owner \$2.00 per gallon before the job started, but it was the more expensive Brand "A" that saved over \$110.00 at the end of the job. Brand "B" looked good at \$15.50 per gallon, but the inferior coverage required 11 more gallons, so although more expensive, Brand "A" proved to be the better value.

### The Volume Solids Formula

The volume solids of a paint formula will help determine the critical square-foot coverage. As a rule, one gallon of 100% solids paint applied at 100% efficiency will cover 1,604 sq. ft. of surface to a depth of 1 mil (.001").

In this example, we see that Dunn-Edwards SPARTASHIELD® 10 has 41% volume solids vs. Sherwin Williams A-100 Flat which has 34% volume solids. Using the volume solids formula for square foot coverage, SPARTASHIELD 10 will yield about 17% more coverage. So despite having an approximate 10% higher per gallon initial cost than A-100, SPARTASHIELD 10 provides better value by having a lower cost per square foot as illustrated below.

Brand	Gallon Price	Surface Area to be Painted	Volume Solids	Gallons Required	Sq. Ft. Coverage per Gallon @ 1 mil	Project Cost	Cost per Square Foot
SPARTASHIELD 10	\$21.00	12,000 sq ft.	41%	19	657.64	\$399.00	\$0.0333
A-100 Flat	\$19.00	12,000 sq ft.	34%	22	545.36	\$418.00	\$0.0348

Because of the superior coverage of SPARTASHIELD, you use less material and this actually saves you money on each project.

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