New Trimroc Installs Without Nails, Screws, or Adhesives

Have you ever walked into the lobby of an older bank, visited a historic government building or entered a European cathedral and lamented the beauty of the trims, details and moldings within them? Did it make you long for a time when both the number of skilled artisans and relative cost of labor and materials enabled these structures to be built with beauty, class and elegance? If you thought those days had gone the way of the 50-

By Ron Chelli
cent cup of coffee, you were correct. That is, until recently, when Trimroc became available to offer the wall and ceiling markets beautiful moldings and trims, as well as a tremendous profit opportunity to installers and distributors alike.

Exclusively offered in the United States by Wind-lock Interiors, a division of Wind-lock Corporation, Ximroc takes you “back to the future” with a product that captures the timeless charm of the old world, while incorporating 21st century technology. The results are very striking decorative moldings and trims that install in a cost-competitive manner.

Each Trimroc profile begins with a pre-molded, 8-foot long polystyrene base, which is aged (cured) prior to cutting and the coating procedure. A very stable but flexible cementitious base coat is then machine applied to the shape, followed by a durable, smooth acrylic finish that is ready to accept nearly any type of paint, as well as a myriad of other coatings.

Because of the polystyrene’s unique composition and characteristics, contractors can attain virtually unlimited design and detail potential on every project. Each Trimroc shape is available in a variety of profiles and sizes, including beams, light coves, columns and ceiling medallions. Custom profiles are also offered, including bows and arches for curved applications. The clean, crispness of every piece is remarkable.

Offered in a multitude of standard and custom shapes and sizes, these ready-to-install moldings provide the means for the designer and builder to quickly create a virtually limitless array
of trim configurations, satisfying even the most discriminating customer’s needs.

All aesthetic virtues notwithstanding, the ease, speed and availability of Trimroc afford a significant potential revenue stream and profit potential to a fast growing group within the wall and ceiling industry. Simple to cut and miter, each lightweight shape easily lifts into place and is installed by simply applying standard drywall compound, completely eliminating the need for nails, screws, messy caulks and special adhesives.

Whether adding a touch of class to a new or existing single-fam-
ily home, high-rise apartment complex or brand new commercial building, Trimroc pre-coated shapes are free of moisture, eliminating cracking, warping or splitting at the joints—problems normally associated with wood moldings. To the distributor or applicator contractor, this means a significant reduction, if not elimination of, costly, time-consuming callbacks. Plus, the advantages of the product’s one-piece construction enable it to completely surpass the complicated, multiple piece assembly of wood. In short, it’s a cost-effective alternative to traditional crown moldings.

Also, because Trimroc is utilized within the interior of a building, fire safety is crucial. The building owner’s peace of mind and that of the inhabitants is a critical issue. The Trimroc system has been subjected to the rigors of the ASTME-84 fire test. The outcome was positive, with 0 flame spread and 0 smoke developed.

Combining Trimroc’s “old world” elegance, class and charm with the modern technologies of today affords the entire construction industry with a unique opportunity. And, although you may never find another 50-cent cup of coffee, there truly is a way to turn back the hands of time and combine the rich look and proud craftsmanship of the past with the modern ease and versatility that Trimroc pre-coated, molded shapes provide.

About the Author
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