



P A I N T C O .

Wade Paint Co. Sets Material Standard for Coastal Painting Jobs

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Wade Paint Co., a residential painting company serving the Charleston, South Carolina, metropolitan area since 2019, has structured its service model around a pattern the company traces consistently through the regional market: exterior paint jobs failing within two years of completion, nearly always from the same source ? materials that were not formulated to hold up under what Charleston's climate delivers year-round.

Charleston sits at the convergence of salt air, sustained humidity, and ultraviolet exposure intense enough to degrade exterior coatings faster than most product performance ratings account for. Airborne salt carried inland from the harbor and surrounding waterways attacks the adhesion of paint films not designed for coastal conditions, working from the surface inward until the bond between the coating and the underlying surface weakens. Humidity levels that can shift more than 30 percentage points between morning and afternoon cause painted wood, masonry, and trim to expand and contract continuously ? movement that rigid caulking and inflexible coatings cannot track without opening cracks along joints and edges. The result is a failure pattern visible on residential streets across the market: surfaces that appeared sound at project completion showing cracking, color loss, or peeling finish within 18 months. In most cases, the material specification was the deciding variable.

Wade Paint Co. owner Elliott Hall built the company's process around what those conditions require from the materials used at every stage. The company specifies Sherwin-Williams and Benjamin Moore coating systems selected for coastal-climate performance ? products rated for UV stability, moisture resistance, and the flexibility required to move with temperature-driven substrate expansion without fracturing the finish coat. Primer selection follows substrate type rather than a single-product default: wood siding, masonry, stucco, and previously painted surfaces each require a different primer chemistry to establish the bond the finish coat depends on. Caulking is selected for long-term flexibility rather than cost, so joints and transitions remain sealed through seasonal movement. Application is scheduled against weather forecasts, because coatings applied outside the correct temperature and humidity window will not cure correctly regardless of how well the surface was prepared or how premium the product was.

Services include interior and exterior repaints, cabinet refinishing with factory-smooth spray finishes, deck and fence staining, pressure washing, and specialty work that includes historic home restoration and drywall repair. Interior projects apply the same material discipline: coating systems are chosen per surface type, low-VOC formulations ? products with reduced volatile organic compound emissions ? are available where indoor air quality is a priority, and cabinet refinishing uses a spray application process that produces results brush-and-roller work cannot achieve in the field. Historic home restoration adds substrate profile assessment and, where applicable, lead paint mitigation procedures that comply with applicable federal standards. The company backs its workmanship with a two-year warranty covering peeling, blistering, or chipping that results from defective workmanship on qualifying surfaces. Hall oversees field operations directly and is present on site during active projects.

"The failure pattern is not a mystery ? you see it on the same houses, from the same type of work, year after year," said Elliott Hall, Owner of Wade Paint Co. "Painters who cut corners on what they use are not going to get different results. The way we work costs more up front, but the jobs hold. That is the whole point."

Homeowners can request an estimate by calling (843) 474-5353. The company's completed projects and customer feedback are available for review on its Google Business Profile.

About Wade Paint Co.

Wade Paint Co. is a licensed, bonded, and insured painting company serving the Charleston, South Carolina, metropolitan area since 2019. The company provides interior painting, exterior painting, cabinet refinishing, deck and fence staining, pressure washing, and historic home restoration services. Wade Paint Co. has earned 84 five-star reviews and was named a Charleston's Best Finalist in 2022 and 2023. The company is

owned and operated by Elliott Hall and is headquartered at 10 Wesley Dr, Charleston, SC 29407. For more information, visit <https://wadepaintco.com>.

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For more information about Wade Paint Co., contact the company here: Wade Paint Co. Elliott Hall (843) 474-5353 contact@wadepaintco.com 10 Wesley Dr, Charleston, SC 29407

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Wade Paint Co. is a Charleston, SC painting contractor specializing in interior and exterior painting, cabinet refinishing, and coastal climate prep. Founded in 2019, owner-operated by Elliott Hall. Licensed, bonded, and insured.

Website: <http://wadepaintco.com>

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