

Freshmaintenance

Companies use new techniques to solve old problems

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An Enclosure Rescue employee washes a pool enclosure before applying a specially formulated paint.

COURTESY PHOTO

SOUTHWEST FLORIDA IS RIFE WITH COMPANIES that offer home improvement services. You won't have trouble finding one to cut the grass or change the bug screens on your porch. Some businesses, though, are staking out different techniques and procedures for keeping the bloom on the rose of home ownership. Here, three local businesses breathe new life into common home maintenance issues with their approaches: a sturdier remedy for aging pool cages, a self-described "master crackologist," and a holistic view of landscaping.

Enclosure Rescue

Bruce Ross, a general contractor in [Fort Myers](#), received a preponderance of requests from customers to clean up the aging,

weatherbeaten, tarnished frames of their old pool cages.

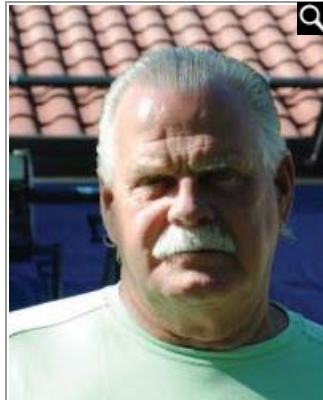
Instead of replacing the aluminum frames completely, he looked for a way to restore them.

They would need to be stripped down and repainted, then have the screens put back in or replaced.

Typical screened-in enclosure paint, which is baked on, as well as other types Mr. Ross tested, didn't hold up well under the relentless sunlight, he noticed. After a few years of searching and testing things like automotive paint (too costly and less effective on aluminum), Mr. Ross found an acrylic paint that had been developed for The Walt Disney Company. It is made for "architectural metals" such as pool cages.

In November, he incorporated the paint into his business, Enclosure Rescue. The company offers services in Lee, Collier and [Charlotte](#) counties.

Roughly, Mr. Ross spends \$400 on just the paint per job. But it allows him to offer much longer warranties — five years minimum, or 10 years with a service agreement for Enclosure Rescue to keep it maintained.



ROSS



Bruce Ross restores aluminum pool cages for a fraction of the cost of replacing them.

"We have a lot of confidence in the material," Mr. Ross said. He added that the high quality paint gives customers the option of reusing the aluminum pool cage instead of throwing it out. "It's kind of a green thing as far as we're concerned, making something look nice without replacing it."

It takes about four days, including time for paint to dry, to complete the process.

His crew starts by spraying down the pool cage with an Arm & Hammer Baking Soda-based solution, then cleaning it off with a low-pressure wash. They paint it white, bronze or in special custom colors.