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Swedish edition

*Glitsa American's newsletter
for flooring professionals*

Providing Your Customers with Proper Floor Care Instructions

In this fast-moving age of high technology, companies often get caught up in the mindset that if customers want to find out about a topic, they can do their research on the Internet. While certainly it is easy for your customers to point and click and be presented with the information they need, we at Glitsa encourage you to provide them with a variety of materials at the time of service.

This face-to-face interaction will go a long way in increasing repeat business, leading to higher profits. Customers remember personalized service and will share their experience with others. How many times have you been on the receiving end of exceptional service? You didn't hesitate to tell your friends, did you? (On the other hand, bad service has the same effect, with greatly different outcomes. Be sure you're known for the former.)

Take the time to review the information with them, even going as far as demonstrating some of the steps in proper floor maintenance. Explain the benefits of taking good care of the finish, and the hazards of NOT doing so. This will result in a floor that looks nicer for a longer period of time, which equals a satisfied customer who will be a walking advertisement for your company. A side effect is that a floor that has been taken care of, allows for a more successful recoat, making your job easier.

A word of caution: If you leave it to your customers to find out this information, they may discover your competitor in the process. This can impact repeat business from that customer and any prospective business she can bring you.

Steps to a Well-Maintained Floor

Here are a few simple steps to review with your customers. They cover the basics and for more details, you can refer them to the Glitsa brochures you leave behind.

Before Installation:

- Remove the following from any area that could be exposed to vapors: plants, animals, aquariums and food in open containers that could possibly absorb vapors (e.g. bread, cereal, grains, etc.)
- Cover or remove carbon monoxide detectors as they may be activated or damaged by solvents.

Immediately after installation:

- Remind your customers that they will have to be out of their homes for one or two nights. Proper ventilation will also help the floor cure faster.
- Suggest that they ensure good ventilation for a few days to minimize residual odor.

24 hours after installation:

- Advise only light walking, wearing socks or other foot covering with a soft undersurface.

3 days after installation:

- Gently place furniture on the floor (do not drag or slide furniture into place).



- For greater long-term effects, use Safeglidess® Felt Floor Protectors on the furniture legs.

2 weeks after installation:

- Put carpets or rugs on the floor.
- Do not use water or any cleaning substances on the floor for the first month after installation.

Cleaning your floor:

- Vacuum with soft bristle brushes or use an untreated dust mop regularly.
- Wipe up spills immediately using a damp cloth or paper towel.
- Use Glitsa Clean, specially formulated for your Glitsa finished floor.
- For minor repairs or touch-up, use Glitsa Aerosol.
- Finished floors should never be waxed. If wax or other treatments are used, recoating may not be possible.
- Keep a record of the products used to finish and clean your wood floor, and leave this information for the next owner if you move.

Maintenance Coats

Assure your customers that if they follow the outlined steps, their floors will keep their lively appearance and will allow for successful recoats when it's time. Of course, their first question will be "How will I know when to call you for a recoat?" The best determination is if the floor doesn't clean easily and shows signs of wear, it is most likely appropriate to apply a new finish coat.

Personal Touch over High Tech

Giving your customers the above information and demonstrating a few simple steps will take only a little time...with



valuable results. Your extra effort will benefit your customers and their new floors and provide you with repeat business and positive referrals from them. We believe you'll agree that in this case, personal touch is much better than the less personal experience of high tech.

We have a number of brochures that cover in detail the information above. You can get them in quantity free of charge at your local Glitsa distributor. You can also visit our Web site at www.glitsa.com for floor care information.



A tip to ensure greater performance with your Swedish Finish.

Acclimatizing your finish to the jobsite is easy to do and can greatly influence the performance of your finish. Ideally the finish and the sub-strate in which you are coating should be nearly equal in temperature. When radical differences exist between the finish and the floor, this opens the door for poor finish performance.

The easiest way to accomplish this is to get the finish to the jobsite when you begin the job. Keep the finish stored on

the floor in an open place. This will keep the finish container exposed to the same or near the same temperature conditions as the floor.

If the finish is cold in relation to the floor being coated, poor flow and leveling can occur as well as a finish that is thicker in viscosity. This translates into a coating that is difficult to apply.

If the finish is considerably warmer than the floor, a loss in open time can be observed, as well as a finish that is thinner than normal. Puddles, drips, and flyers are more likely to occur with thinner finish.

Following this simple advice will greatly reduce performance inconsistencies with your Swedish Finish and also costly call backs.

Infinity Waterbase Sweepstakes

Glitsa's Infinity Waterbase is rolling across the country. Contractors around the country that have used Infinity are coming back for more. Infinity's single component packaging makes it easy to use and easy to control costs. Contractors love that it cures hard, a feature missing in single components until now.

Glitsa American kicked off the Infinity Waterbase Sweepstakes at the 2000 National Wood Flooring Association's Annual Convention in Dallas, Texas this past April. The custom Harley Davidson Softail® Night Train™ that will be given away was on display in Glitsa's booth.

How to play? Each gallon of Infinity Color Control Sealer and Infinity Waterbase has an official peel-off entry form attached to the label. Simply peel off the form, fill it in, and mail it to Glitsa American. You may enter as many times as you



like with an official entry form. No reproductions will be accepted. Sorry, distributors and vendors are not eligible. This sweepstakes is open to the wood flooring contractor only.

The winner of the Night Train™ will be drawn at the 2001 National Wood Flooring Association's Annual Convention in Palm Springs, California. For complete rules and regulations or an official entry form, please send a self-addressed, stamped envelope to: **Glitsa American, Inc., Infinity Waterbase Sweepstakes, 327 South Kenyon Street, Seattle, WA 98108.**

A win-win situation – Try a gallon of Infinity Waterbase and enter for a chance to ride away on a 2000 Harley Davidson Softail® Night Train™.

Know the woods you are working with

By Richard Bean
Northwest Sales and Technical Representative

Many contractors apply the same sand and finish procedures regardless of the type of wood they are working with. When this happens they may experience dimpling, or "dive down" in cracks or soft grains of the denser woods.

Certain dense hardwoods, like cherry, maple, or Australian cypress, because of their tight-grained nature, show surface scratches (sanding marks, screen marks) much more so than open-grained woods like oak or ash, and are generally sanded finer to minimize these marks. When the finish is applied in multiple, or too heavy coats to these dense types of woods, the finish will not penetrate the extra smooth floor, and this "dive down" characteristic may be seen. It may also be more noticeable in rooms with natural light from large windows.

To avoid these finish irregularities, a contractor may have to modify his finishing techniques according to the type of wood he is working with. The more open-grained woods are generally



more forgiving and will accept heavier, multiple coats of finish, while dense woods require thinner and possibly fewer coats of finish. Special care should be taken to follow the manufacturer's recommended coverage rates. The homeowner should also be educated to the characteristics of the species chosen and what to realistically expect from the wood and finish being used in his or her home.

CONTRACTOR SPOTLIGHT

Gary Broadhead, Wharton Floors Salt Lake City, Utah

Gary Broadhead, Wharton Floors, Salt Lake City, Utah, is a second-generation floor contractor, having himself been in the business for over fifty years. His business is mostly residential, with about 15% being commercial jobs. The best job he says he ever worked on was an 1800 sq. ft., 6" walnut/hand-distressed floor with a custom staircase. He also is proud of the fact that he did the Salt Palace maple floor, which is known as the original Utah Jazz floor.

For over 25 years he has been using Glitsa products because of the durability and name recognition, which makes it an easy sell. And the fact that there are fewer problems with Glitsa products. Most often he uses the Glitsa system of GoldSeal Neutral Stain, then Bacca and Gold Seal.

His tip to other contractors, "Make sure stains are dry before proceeding." The trends in the business that he has noticed are more usage of hand-distressed, reclaimed woods, and use of different species such as cherry and birch.

Gary says the reason he prefers using Glitsa is that his customers are happier with the final appearance and in the long run are more satisfied.



We want to hear from you!



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