

beautiful, quality, recommended,
creative, tasteful, the tough,
excellent, resistant

Swedish edition

*Glitsa American's newsletter
for flooring professionals*

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Glitsa finish for exotic floors

BRING ON THE IMPORTS

The wide scale promotion of imported wood is a new phenomenon. Through the 90s, environmental concern for rain forests put the breaks on distribution. Shipments took longer to fill, and overall expenses to the average homeowner became practically insurmountable.

In recent years, consumer demand for a new "exotic" look put pressure on the flooring industry. Asian and Australian markets jumped on the limited participation of restricted countries, seeking to fill the void. Soon, exotics began arriving in European markets, and ultimately throughout North America.

As a result, exotic floors are more attainable and economical than they once were. To a wood flooring contractor, this creates a challenging new product in American floor finishing.

THE EXOTIC CHALLENGE

The oily nature of exotic wood poses multiple floor finish dilemmas. The first of which is adhesion compatibility. Cohesion must exist between the high-content oil in the wood and the finish applied. If such a bond is not established, finish can peel.

The second dilemma, drying time, must also be considered. The chemical makeup of various imported woods may adversely react with certain types of finishes, causing intolerably long waits.

Though color is often one of the main reasons for selecting exotic woods, ironically, color can also be a troublesome variable. Exotic woods have very unique maturation processes – Brazilian Cherry and Purpleheart species dramatically will darken regardless of sunlight exposure (although sunlight will speed up the process), Tiger Wood deepens in color under UV rays, and some planks of Peruvian Walnut can become nearly black over time.

Most likely, customers will not understand that color change is innate and not necessarily a consequence of finish application. However, many finishes will create reactions within the wood resulting in colors, and applying the wrong type of finish can truly alter the overall appearance of the floor.



THE SWEDISH SOLUTION

More than once, we at Glitsa have been told by contractors and distributors that our finishes are very "forgiving" – no where is this more evident than when applying finish to exotics.

Glitsa's Gold Seal system alleviates the frustrating issues of adhesion, smooth application and dry time.

As many in the industry already know, Glitsa's Swedish sealers are amazingly adept at bonding with wood floor surfaces. This attribute does not diminish whatsoever when challenged by strange, exotic wood species. The secret menu of solvents making up the Glitsa Swedish finish allow for remarkably cohesive application. Particles of the sealer adhere to oil pockets within the wood, preventing these pockets from surfacing at a later date and causing problems. Oils and minerals are permanently locked in the wood, sealing with them timeless beauty.

Beyond the helpful chemical composition, Glitsa Swedish finish consistency allows for smooth and uniform application. Many would say Glitsa Swedish finishes "wet" well, a quality especially helpful when coating an exotic floor. When applied immediately after abrasion, the uniform penetration of our finishes eliminate concerns about uneven drying and pooling.

The dramatic color of exotics is significantly heightened with the application of Glitsa Gold Seal system. Rather than altering the

appearance of the wood, Glitsa Swedish finish leaves a rich, warm depth accentuating the wood's existing beauty. There is no plastic-like buildup to distract from the unique, exotic grain.

Gold Seal's durability and resilience make blemishes significantly less visible than with other finishes. The flexibility of Glitsa Gold Seal and Gold Seal Lite Scent topcoats allow for scuffs to be rubbed out rather than burned in as with other finishes; instead of scratches appearing white and frayed, scratches in Glitsa Swedish Finishes are clear and smooth. Floors look consistently beautiful, even after years of everyday wear and tear.

THE FUSION OF WATER AND OIL

Using Waterborne products on exotic woods was once an unspeakable notion, but Glitsa's revolutionary hybrid system makes it possible.

Our Swedish sealer stops the oil in wood from surfacing. It also acts as a bridge between the wood and the High Performance Waterborne topcoat, allowing the two to bond flawlessly.

The results are astonishing. You achieve the same solvent-based richness in the wood, but with a lighter smell and faster move-in time. For busy homeowners, this is a convenient advantage.

Beware of other products that make this claim. No one else offers Glitsa's tried and true hybrid combination. Substitutions may cause discoloration and bonding resistance in your wood. ♦

PREP WORK

No two exotics are alike. For best results, always do a compatibility test with your wood and Glitsa finish before you begin application to the entire wood floor.

Take these preparatory steps to ensure proper application:

1. **Sand the wood surface.**
2. **Use a solvent wipe, such as lacquer thinner, to create a clean area for the sealer. This is an important step with exotic wood because of rich oil content.**
3. **Coat immediately with Bacca, Glitsa Sealer, or Glitsa Satin Sealer. Quick application ensures a clean coat before the oil resurfaces.**

Sheen inconsistencies

By Randy Wirtz, Technical Representative

A newly sanded and finished hardwood floor can be a striking thing to behold. The warm, rich appearance of the wood grain, combined with properly applied finish, invites you to take notice of each detail.

This is especially true when there is uniformity in the sheen of the finish coats. Sheen inconsistencies can usually be reduced or prevented by practicing these few basic principles.

Properly mixing finish prior to application

Before you begin finishing, take the time to thoroughly stir in the flattening agents. This will ensure an even mixture throughout the finish and especially important on larger jobs when working with multiple gallons of product.

When you find yourself working with finish that has different batch numbers, extra care should be taken. Pour the finish into a large, clean bucket and make a uniform blend of the multi-batch material. This does take some extra time, but is vital in making sure the job turns out it's best in the overall scheme of things.

Uniform application

Uniform application is one of the most important ways to minimize sheen inconsistencies. Heavy spots tend to be higher in sheen than the rest of the floor, while thinner spots have a lower sheen. These are generally more noticeable on lighter woods, such as maple.

Most finishes have this tendency, but waterborne finishes can be even more susceptible. Here are some application pointers to make

your waterborne finish look its best. **Recommendations are based on a t-bar application:**

1. **Keep the puddle between 3"-5" wide. This prevents the coverage from thinning out and creating an uneven appearance.**
2. **When pulling the feed puddle, keep a consistent relationship between the puddle and the t-bar (i.e. keep the feed puddle at the same approximate location on the applicator each pass). Moving from side to side can cause the finish to apply unevenly.**
3. **Keep your down pressure consistent.**
4. **Be diligent about feathering out turn marks.**

Extreme environmental conditions

Environmental conditions unquestionably play a large role in how a finish performs. In certain conditions, such as low humidity and high temperature, finishes will dry very fast. As a result there is not sufficient time for the finish to flow and level.

In these conditions lap lines can develop when the finish has started to set up, and one attempts to merge freshly applied finish into the partially set up finish. In doing so, the surface of the partially set up coating has been disrupted, causing a duller sheen.

The first step in preventing this from happening is to know what conditions in which you are coating. Consider using a hygrometer to measure the air temperature and relative humidity. This can help determine whether it's a good time to coat or better to wait for more favorable conditions. Doing so is especially helpful for your final coat.

Here are some suggestions to keep you in the drivers seat:

1. **Know your environmental conditions before application.**
2. **Coat in cooler early morning hours (particularly on the final coat).**
3. **Use additional bodies to get the finish down quicker.**
4. **Retard the finish.**
5. **Break up the floor, and coat in sections if the area is large.**
6. **Avoid coating on hot floors, usually caused by direct sunlight or in-floor heating.**

Abrading between coats

Most finish systems on the market today recommend some type of light abrading between coats. Doing so promotes better adhesion, as well as cleans up dust or debris from prior coats. If done properly, this process will contribute to overall increased integrity of the floor.

Inconsistent sheen can result in the final coat from abrading too aggressively in base coats. Most commonly, this occurs when the final coat is a semi-gloss or gloss.



A contributing nuisance in abrasion issues is the distinct differences in hard and soft grain with wood species, such as oak and ash. Hard grain normally sits a bit higher than the soft grain. As a result, the hard grain takes the brunt of abrasion when aggressively treated, and the finish will dry duller in those areas. Applying a thin final coat will likely compound the issue because there are not enough solids present to promote adequate coverage.

If aggressive abrading is necessary, take care to use the finest grit possible. In addition, a final abrasion with a maroon conditioning pad can help even out the floor because it follows the contours of the wood.

Proper dry times

When a floor coating is applied, ample time is needed for the evaporation of solvents (or solvents and water in the case of waterborne finishes). In the early stages of development, the finish is permeable and "sponge-like".

If finish is applied over a partially developed base coat, application properties can be greatly affected. Solvents and/or water can easily penetrate into the still permeable base coat, causing flow out time to be significantly reduced. Application marks, lap lines and inconsistent sheens will likely result.

For best application properties, follow manufacturers' recommended dry times. A thoroughly dry base coat is harder for solvents and/or water to penetrate, allowing finish to remain fluid longer.

Environmental conditions can cause finish to dry slower or faster than stated on the actual manufacturers' specs. Carrying a hygrometer, as mentioned in the extreme environmental conditions segment, will give good indications as to how long it will take finish to dry.

Additionally, some moisture meters can be especially helpful in indicating whether a waterborne finish is fully dry. Be sure to use the type that are non-probing. ♦

NOTICE!

As some of you may know, the NPCA has signed an agreement with a number of state attorneys general regarding the placement of detailed information on surface preparation lead hazards on architectural coating products sold in the United States. The warning (*right*) addresses the possible generation of lead containing dust when sanding old paint. **Glitsa products do not contain lead.** Glitsa products are, however, defined as architectural coating products and therefore will include the warning on all finish labels.

WARNING! If you scrape, sand, or remove old paint, you may release lead dust. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear a NIOSH-approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

IN THE FIELD By Paul Ruiz, Sales & Technical Representative

When fielding tech calls, there are two important questions I encounter on a daily basis. **“How many coats do I apply?”** and **“What is the duration of time between coatings?”**

Let's solve these by starting at the beginning of the finish process. With the possible exception of High Performance, always begin with Glitsa sealers over any possible stain and under the necessary topcoat. Our sealers build a protective surface coating that minimizes finish penetration. With any sealer, be prepared for the release of solvents during the drying process.

This is where proper ventilation comes in. Once the finish has had time to flow and level, begin a push-pull process. That means maintaining openings, such as doors and windows, on opposing sides of the dwelling to create an air exchange. It is seldom enough to just circulate the HVAC fan. Err on exceeding Glitsa's recommended dry times rather than minimizing them.

Now that the sealer is dry, it's time for the topcoat. Don't forget to abrade and tack off any sealer that is not a stain prior to application. Then, Glitsa recommends one easy topcoat when using our Swedish system. (Or, you can put down an additional seal coat for more build and the one topcoat.)

If multiple finish coats are necessary, possibly with waterborne, allow each one to dry thoroughly before abrading again. This will prevent harming the sealed surface. Use of a moisture meter can help determine when it's alright to apply a second coat. Again, it's important to ventilate the area while each layer dries.

Rushing dry times will only lead to the sandwiching of solvents, creating a barrier that slows their escape. Too many coats in a short period will also not produce a harder floor. It's just the contrary. A floor may actually seem softer due to the fact that the initial coats have not been able to fully cure.

Contractors have the first, and last, say on what kind of application schedule will be followed for the best outcome. Homeowners must respect, and rely upon, your professional opinions and decisions. After all, *they* chose you. ♦

HERE IS A SUMMARY OF WHAT TO DO TO ENSURE A SUCCESSFUL JOB:

- 1. Set an accurate timeline that the customer understands and accepts. Make sure to allow more than sufficient time, just in case.**
- 2. Have an understanding prior to starting the job of how you are going to ventilate the area. Take into account the accessibility of windows and doors in the home.**
- 3. Do not rush the job. If your good common sense raises a question of doubt, back off. Remember, it costs far less time and money to come back tomorrow than to redo the entire job.**
- 4. Sometimes more is less. Do not let the homeowner talk you into that fourth coat. Remember, an extra coat in too little time can equate to an inferior finish. Rather, set the job upon a maintenance schedule. Then you can apply additional coats within a period of time sufficient for proper curing.**
- 5. Call 1-800-527-8111 for technical service when a question arises.**

CONTRACTOR SPOTLIGHT

Fine Carpentry, Oakview, CA

When Wayne Leonard started Fine Carpentry, his skills as a flooring installer made sanding and finishing an afterthought. Eighteen years later, his company has become a well respected member of the community.

Part of the expansion came from certifying with the National Wood Flooring Association (NWFA), which provides education on selecting the right finish. That knowledge led Leonard to Glitsa's Infinity II. As a single component product, it's convenient, prevents waste and doesn't foam or bubble. "Infinity II flows and levels like no other single component," he says.

Leonard applies three coats of Infinity II, abrading the surface with a maroon pad and 220 grit strips between applications. He



is careful to remove turn marks on light colored floors for a flawless appearance.

Fine Carpentry uses Glitsa on both commercial and residential projects. It's even trusted on older, vintage style floors common to the region's coastal areas. Famous clients have included actor Bill Paxton (Twister) and Director Ron Shelton (Bull Durham).

In addition to using Glitsa, how does a company like Fine Carpentry stay competitive? Wayne recommends using the Internet to promote yourself. "Consumers are going to the web to research their purchases," he says. "A website is a valuable selling tool."

Visit Fine Carpentry online at <http://finefloors.tripod.com>. Review Glitsa products and specifications at www.glitsa.com

Get a free t-shirt



TESTERS WANTED



We are currently looking for experienced contractors throughout the country to become select Glitsa-authorized product testers.

Your opinion matters to us! All test products we send out will have passed multiple levels of R & D Inspection here at the Glitsa laboratories, but we still need to try them out in "real-world" scenarios. And that means we need you.

- Are you experienced in different types of hardwood floor finishes?
- Do you consider yourself a quality-minded professional?

Most importantly...

- Do you want to have the newest, best products on the market available to you?

Influence industry standards. Emerge as a market innovator. Enhance your reputation. Become a Glitsa American, Inc. product tester!

Receive product discounts, special fester apparel and more!

For more information call 800-527-8111 or e-mail: randy.wirtz@glitsamail.com

Product testers are selected from interested parties by in-house technicians based on several qualities including, but not limited to: years of experience, type of experience, location, product use intentions, and general willingness to work with Glitsa American, Inc. Becoming an "authorized" product tester through Glitsa American, Inc. does not denote preferential treatment or professional endorsement of any kind.



GLITSA SURVEY

Glitsa American, Inc. • 327 South Kenyon St. • Seattle, WA 98108

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Email _____

What finishes do you use on a regular basis? Manufacturer Name/Product Name: _____

What new finishes have you tried in the last six months? Manufacturer Name/Product Name: _____

Results: (How satisfied were they with new product?) _____

What percentage of the time do you use waterborne finish? _____ %

What type of finish are you using regularly (Swedish, Waterborne, Polyurethane, etc)? _____

What percentage of your jobs utilize factory-finished wood? _____ %

What products would you like to see Glitsa introduce? _____

Would you like to be contacted by a Glitsa sales representative? YES NO

Additional comments: _____

We want to hear from you!



Please feel free to contact us

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