

*Glitsa American supports professional craftsmen by providing the most beautiful finish systems. Wholesale market leader Glitsa American contractors with superior products, technology, and continuing education.*

# the Swedish edition

*Glitsa American's newsletter for flooring professionals*

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**The first Glitsa Swedish Finish Container**

## Glitsa's Gold Seal System Celebrates Its 50th Anniversary

Glitsa American, Inc. kicked off 2006 by celebrating the 50th anniversary of our Gold Seal System. In 1956, the first conversion varnish, also known as Swedish Finish, came to Seattle, WA. Originally developed in Sweden, American craftsmen came to rely on Glitsa's Gold Seal System for unmatched quality and performance. Fifty years later, the Gold Seal System still defines the grain of hardwoods with clarity and a rich, natural color that can't be duplicated. To commemorate our 50th Anniversary, Glitsa had a special logo designed.

**How the Gold Seal System Came About.** In the early 1950s, Swedish consumers sought a coating that could be applied over linoleum to replace waxing of these floors. After hundreds of trials, and a few product releases, Glitsa Gold Seal was born. Glitsa Gold Seal boasted better wear resistance than the previous lacquers on the market and became an instant hit with homeowners. Originally used by Swedish housewives to give their linoleum floors the luster and durability they desired, homeowners discovered how well Glitsa Gold Seal worked on hardwoods as well. To satisfy the needs of hardwood flooring contractors, Bacca Floor Seal was developed with its higher solids content. The name Bacca was taken from the City District in Göteborg, Backa. Once it was discovered how Glitsa Gold Seal allows light to penetrate into the wood, resulting in unique depth and optical clarity of the wood grain, it became a popular choice for hardwood flooring craftsmen.

**Coming to America.** In 1956, Glitsa's Gold Seal System was introduced to America via a Swedish-born floor contractor from Seattle, Leonard Lundwick. Ed Hodgson took over the Swedish line and founded Glitsa American in Seattle, WA, where the company's headquarters are still located in 2006. Glitsa American, Inc. (the company) was incorporated in 1978. Ed Hodgson along with his wife, Maude, traveled the USA extensively, growing Glitsa American into the company it is today.

We are still known for producing our signature Swedish finish, the Gold Seal System. As the market expanded and technologies grew, so did Glitsa. Carrying over our tradition of unsurpassed quality and durability, Glitsa developed a line of Waterborne finishes. Glitsa continues to explore new technologies through our R&D department, always keeping with our tradition of producing products the professional can be proud of. ♦

