

After 29 Years, Ray Case Floors Has Stood the Test of Time.

RAY CASE FLOORS, INC.

274 N. Goodman Street, Suite 104
Rochester, NY 14607

Phone: (585) 244-4720



In 1974, Ray Case was working as an apprentice for another company when a customer suggested that he open his own business. Case was nervous about starting a new business, but he did his research and today Case has been the owner of his own successful business, Ray Case Floors, Inc. for the past 29 years.

In 1977 there was a citywide push to restore and update the beautiful old homes in Rochester's Historical District, Corn Hill. From their work on some of these historic homes, news was beginning to spread of the excellent craftsmanship of Ray Case Floors and their reputation for quality and integrity.

Today when people in the Rochester area want a Glitsa-finished floor, one of their first calls is to Ray Case Floors, Inc. Rochester residents want Glitsa because it's a "beautiful finish" that "wears well". They want Ray Case Floors because of their reputation for quality work. Case has a philosophy that is well-known in the

Rochester area, "We [Ray Case Floors, Inc.] are not happy until they [their customers] are happy." More than just a saying, Case takes it seriously. Case listens carefully to what each of his customers has to say, taking special note of what they want, what color they desire, etc...Case feels it is important to customer satisfaction to "take the time to fix mistakes", no matter how inconsequential.

Case happened upon an exciting new idea while doing a job on an old farmhouse in January 2006. Originally the homeowner wanted a walnut floor for the deep, dark color. Complying with the homeowner's wishes, they sanded the floor down to the bare wood. Seeing the floor, the homeowner decided that it was so bright and light that she liked that look better than the original walnut, which made the house look too dark. The homeowner researched historical floors in Sweden, as did Case. Case wanted to reproduce the light affects of lye used on floors in Sweden - but how? They ended up using a white stain on the floor and finishing with the Glitsa Gold Seal System. The result was a dramatic change in the look of the house and one very pleased homeowner! Because Case took time to do the necessary research and listen to what the customer wanted, he was able to come up with an inventive solution, completely unforeseen in his initial conversations with the homeowner.

Continued on page 3

TIPS OF THE TRADE FROM RAY CASE:

- **To make a stain color richer, wet the floor to pop the grain. This will absorb the stain better.**
- **Case's "formula": 2 coats of Glitsa Sealer and 1 coat of Glitsa Gold Seal or Lite Scent.**
- **He always recommends that the customer stay away for 2 nights. (He finds most customers to be very accommodating).**
- **Temperature is important. Keep the room temperature consistent - 65 degrees. Case adds that the colder it is the longer it will take to dry.**

RAY CASE'S PERSPECTIVE ON FUTURE TRENDS:

- **Dark browns**
- **Deep, rich colors**
- **Back to the '70s retro look with dark, earth tones**
- **Continuing trend toward hardwood flooring**
- **Natural looks**
- **More hardwood floors in kitchens.**

Not only is the company known for listening to their customers, but their reputation of “showing up on time and finishing on time” is well documented. Case believes that “each job should speak for itself” and his jobs speak well of himself and his crew! Flexibility, Case notes, is also key since they do many jobs when houses are closing and/or a person is moving in. They focus mostly on high-end residential jobs, doing both remodels and new floors.

Twelve years ago, Case discovered the benefits of Glitsa and has been using it ever since. Semi-gloss is the most popular sheen, *actually* used 99% of the time. Case’s system of choice is the Glitsa Gold Seal System. This creates the “richer, deeper look” his customers demand. Case likes the Swedish Gold Seal System because of its durability and reliability. He has run into problems in the past with wearing when using other waterborne finishes. According to Case, Glitsa is so reliable that “[we can] set our watch by the dry time.” He adds that this is especially important in Rochester because it can be very humid in the summer, which can have a big impact on dry times.

After 29 years in business, like the Gold Seal System, Ray Case Floors, Inc. has stood the test of time. They have proven that consistency and reliability make good business sense and happy customers! ♦