

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. ♦



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

RAY CASE FLOORS, INC.

274 N. Goodman Street, Suite 104
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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.

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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.**



The Making of a Training DVD

Did you know that Glitsa has a training DVD featuring four different techniques for applying our Swedish finish? During November and December 2005, the staff at Glitsa was busy producing their first instructional DVD. Glitsa wanted to produce a DVD that would do more than just give a demonstration and show our products. We wanted to produce a DVD that would be useful and informative as a training tool, both for new contractors and to introduce new techniques for applying the Glitsa Gold Seal System to existing Swedish finish users. The result was “Swedish Finish Application Techniques”, an in-depth training DVD produced especially for the professional flooring contractor.

Real Information for Real Contractors. Application techniques for applying Swedish finish vary from one part of the continent to the other and from contractor to contractor. With this in mind, Glitsa’s staff set out to produce a DVD that gives *detailed instructions* on four of the most common techniques for applying Glitsa’s Gold Seal System: 1) Brushing, 2) Rolling, 3) Lambswool and 4) T-Bar. Carefully scripted for the professional contractor, the DVD provides training for both the new contractor and the seasoned pro. The DVD also contains handy checklists for each technique, jobsite preparation checklists and safety checklists that can be easily downloaded.

Also, training on... “Swedish Finish Application Techniques” also offers additional sections on Glitsa’s specialty products. Learn how to apply stain for a nice, even color. Learn to fill cracks with Wood Flour Cement. Fix scratches in minutes with Glitsa Gold Seal Aerosols or teach homeowners how to do their own touch-ups, resulting in higher customer satisfaction and fewer callbacks. Additional safety advice and information for the homeowner are also available for download.

We have had an overwhelmingly positive response to the new DVD at both Surfaces and the NWFA Convention this year. **Call (800) 527-8111 to get the new “Swedish Finish Application Techniques” Training DVD or ask your Glitsa Sales Representative or local Distributor!** ♦

Congratulations to Two-Time Winner, Johnson Yarema Hardwood Floors!



Congratulations to John Yarema and the crew of **Johnson Yarema Hardwood Floors, Inc.!** They were the recipients of two *NWFA Floor of the Year Awards* this year at the NWFA Convention in Baltimore, MD. Both floors were truly works of art, winning *The Best Commercial/Showroom* category and *The Best Library* category. Yarema used Glitsa Swedish finish on both award-winning floors because its durability will ensure that his works of art will be around for years to come. Congratulations! ♦

Ray Case Floors continued from page 2

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! ♦



Personnel Changes New Faces and Familiar Faces at Glitsa

Julie Russell

Vice President

Congratulations to **Julie Russell** on her appointment to **Vice President** at the beginning of 2006! Formerly the General Manager, Julie is one of Glitsa's longest employees, starting with the company in 1994. Prior to Glitsa, Julie worked for a public affairs firm, bringing with her a wealth of knowledge in advertising, communication programs, and grass roots organization. Julie was instrumental in obtaining a new category for Swedish finish (*conversion varnish*) for the EPA AIM Rule in 1998. Julie's 12 years of industry experience have been a valuable asset to Glitsa and the hardwood flooring industry as a whole.

"It is a nice feeling knowing that you work for a company [Glitsa] that has such pride in its quality products. I like the diversity of people I meet [in the hardwood flooring industry] - they are down-to-earth, good people." – Julie Russell

Chris Rankin

Sales and Technical Representative

Welcome back, **Chris Rankin**! Some of you may remember Chris as our **Southwestern Sales Rep**. We are happy to welcome Chris Rankin back to our sales team. With over 13 years of experience in the flooring industry, Chris has worked as an installer, a remodeler, a distributor sales rep, a partner/job foreman and an owner/operator of his own wood flooring business. Chris brings a unique perspective in that he is able to see things from both sides of the fence – both from a contractor's perspective and from an outside sales person's perspective.

Chris lives in the city where he grew up, Boise, ID, with his wife, Shauna, and his two girls, Brittany (age 13) and Gracie (age 2). When he is not on the road, Chris loves being a dad and just spending time with his family. Hard-pressed to find something he enjoys more than family time, Chris says he also relaxes by working in his wood shop at home.

"I am excited to be part of the team at Glitsa. I feel fortunate to be here. I love meeting new people and learning how they do things in different parts [of the country]." – Chris Rankin

Patti Julson

Marketing Coordinator

Welcome, **Patti Julson**! As the new **Marketing Coordinator**, Patti brings over ten years of marketing experience to Glitsa. Patti has managed marketing accounts and worked as a graphic artist in a variety of industries. She is new to the flooring industry, but worked in the construction industry for several years as a Marketing Rep and a Purchaser for Command Data, a manufacturer of batching systems for concrete plants in Dallas, TX. An accomplished artist, Patti also owned her own mural & interior painting business in Seattle. Patti brings a fresh perspective to Glitsa's creative team.

Patti lives in Seattle, WA with her two boys, Sammy (age 7) and Connor (age 4). Patti enjoys playing on the beach in the sun (*or rain!*), rollerblading and biking with her boys. When not spending time with her boys, Patti enjoys ballroom dancing and Argentine tango.

"I am happy to be back in a construction-related industry. I have always enjoyed the people – friendly and hard working. I gained valuable insight into the flooring industry at Surfaces and the NWFA Convention and look forward to working with everyone." – Patti Julson ♦



No More Mixing! Glitsa Clean. Same Great Formula. Now Available in a Ready-to-Use Formula.

Glitsa just made it easier to maintain the beautiful, rich look of hardwoods with Glitsa Clean Ready-to-Use formula – no rinsing required and now no mixing required.

- Convenient, easy-grip 32 oz. Spray bottle
- No waxy polishes that can build up
- Safely cleans all un-waxed wood floors
- Water-based, pH-neutral formula
- No surface-dulling oils
- Still available in concentrate (1 gallon & 1 quart sizes)

Ed Hodgson, Founder & Inspiration (1915-2006)

by Duane Bartel, President of Glitsa American, Inc.

Sunday, June 11, marked the passing of the founder of Glitsa American, Inc. He joins his wife, Maude, who passed away 2 years prior.

Ed and Maude were unique and amazing individuals. As a couple, they constantly supported and nurtured each other. Their hard work, sacrifice and commitment established Glitsa on a solid growth path that endures to this day.

A native of Maryland, Ed was born on a farm and grew up doing farm work and carpentry when he wasn't in school. This was in the days when carpenters did every aspect of home construction, including laying and finishing floors. During the depression, he joined the Civilian Conservation Corp and built parks. Ed was working as a carpenter when World War Two erupted. He joined the Merchant Marines as a crew member of liberty ships transporting soldiers and supplies across the Atlantic to aid Great Britain in its darkest hours. On one occasion, while in a convoy of Liberty ships bound for England, he watched as German Wolf Pack submarines sunk both the ship ahead and the ship behind the one he was on. We all know of similar stories, which attest to why the young men and women of his time are referred to as "The Greatest Generation".

Ed was a man of intense energy and drive. He applied the same mettle that carried him through wartime to establishing Glitsa American, Inc. Of equal importance, his wife, Maude, believed in him and his dream and worked as hard as he did to make it all happen. With confidence and drive, they acquired the US rights to the Glitsa products from Glitsa in Sweden. They set out to build demand for the products directly from homeowners by canvassing home shows throughout the US, crisscrossing the US together first in a station wagon, then a van. At the same time, he established a wide network of distributors, many of which are still key distributors today. The continuing wide market appeal and demand for Swedish finishes is largely due to the amazing efforts of Ed and Maude as they demonstrated and promoted Glitsa Swedish finishes to a receptive and appreciative market.

It was an effort that often demanded long days, seven days a week. Furthermore, during this same time they created not just one successful enterprise, but several, that continue to flourish. They also raised a family and were committed parents. Not many people today could muster the level of commitment to attain the goals this couple achieved. They leave behind four children, a host of grand children and grateful employees from several companies, including Glitsa American that will forever hold them in awe and deep appreciation. Their legacy extends even further as countless other lives benefit from using high quality, outstanding Glitsa products. We at Glitsa American look forward to a bright future as we continue to carry on Ed and Maude's vision for Glitsa American. ♦



Are You Using the Right Tool for the Right Job?

Finishes can be applied using various methods. Depending on your part of the country and how you were trained, you probably prefer one method over the other. Some contractors even use different techniques for different jobs. Regardless of the method, you need quality application tools to get the best results. Two of the most popular methods of application are rolling and brushing. In 2006 Glitsa improved our finish brush and introduced our new roller.



Brushing. There is nothing worse than looking over the beautiful floor you have just coated only to see bristles in the finish or brush strokes! Aside from a bad finish job, you need to replace poor quality brushes more often. Look for a brush with quality bristles that will hold finish and won't shed or break. Quality brushes will leave a smoother finish and save money over the long run since you will not have to worry about recoats or replacing worn brushes as often.

Glitsa's brush, designed specifically for conversion varnishes, was improved to last longer and facilitate a smoother finish. Tapered bristles were added for better feathering and flagging, leaving minimal brush strokes. Longer bristles result in better flow control and roll over and the staple set was redesigned for less breakage. For better control, the handle was widened slightly. Because the reengineered well will hold more product, contractors can look forward to fewer drips and a smoother finish.



Rolling. As with brushing, it is important to use a quality roller. Before beginning, always prep the roller cover by carefully removing any loose hairs that could end up in the finish and inspect for flat spots on the roller cover. Glitsa's roller cover has a plastic, solvent-resistant core that will last longer and won't deteriorate in the lacquer thinner used for cleaning, resulting in cost savings and better performance. Lambswool covers are preferred for peak performance.

Glitsa has expanded our offering of application tools with the new roller frame and cover, designed exclusively for Glitsa Swedish Finishes. Glitsa covers are hand-treated for less shedding. The Glitsa covers are first run through open flames to burn off stray fibers, then brushed to remove the excess fibers. They are made of 100% woven Lambswool for maximum pickup and release. The 9" length and 1/2" nap are the perfect combination for applying a uniform coating. The 1/2" nap also allows you to cover more square footage without compromising performance. The high-density polypropylene core is durable and solvent resistance, resulting in longer life for your roller cover.

A quality job requires a quality finish AND quality application tools. Don't compromise your craftsmanship with substandard tools. Quality application tools will save you money by preventing recoats and lasting longer. ♦

Glitsa American supports professional craftsmen by providing the most beautiful and durable Swedish finish systems. Wholesale distributors rely upon market leader Glitsa American to respond to contractors with superior products, technical support and continuing education.

Check out our web site: <http://www.glitsa.com>



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