



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! ♦**