

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

# the Swedish edition

Glitsa American's newsletter  
for flooring professionals

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## Fusion & the Recoat



### Rev Up for Recoats

As hardwood flooring continues to reclaim prestige and popularity reminiscent of the 1950s, the number of houses constructed with hardwood floors included is rising, and the forecast for this "classic" look remains steady.

In the last ten years, the wood flooring industry has absolutely boomed. Homeowners are returning to the traditional beauty of hardwood floors and the value they bring to a house. In fact, the National Wood Flooring Association cites a national real estate survey in which 90% of agents say that homes with wood floors sell faster and for more money than homes without wood floors.

Because of this sustained trend in the industry, we are seeing things come full circle as those floors from years past need recoating. The recoat business is now experiencing its own boom. Combined with the growth of the prefinished market, the recoat job will likely pick up even more steam.

We in the industry tell homeowners that recoating their hardwood floors is the best and easiest way to preserve the beauty of wood years after the initial installation. It's even part of our sales pitch when we are first selling the floor: "A hardwood floor will last the lifetime of your house, but carpet and tile will need to be replaced over and over."

all know, the recoat necessary to preserve a floor for a lifetime can be tricky in certain situations.

**Fusion is a bonding additive created to promote adhesion between finish coatings and pre-existing coatings underneath, providing contractors with an extra layer of confidence.**



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## Questionable Jobs

*What was used to coat the floor the first time? What has the homeowner been using to clean the floor? Or more importantly, what does the homeowner **remember** using to clean the floor?*

You always get as much information as you can about the floor you are about to recoat. Beyond the questions above, you may try and find out if the homeowners are the original owners of the floor. If the floor is factory finished, try to find out the manufacturer – newer floors are constructed with alternative materials such as aluminum oxide and could affect your coating process.

Information such as this prepares you for any costly challenges that may arise, and it could also indicate whether or not a floor is even suitable for recoating. The more you know, the better. Doing this homework ahead of time might be a chore, but it will save you money in the long run.

Often times, you have no choice but to approach a recoat without all the answers you would like to these questions. You rely on your knowledge and experience to guide you through the process. Even so, every contractor occasionally faces questionable recoats.

With this in mind, Glitsa has created Fusion.

## The Fusion Solution

Fusion is a bonding additive created to promote adhesion between finish coatings and pre-existing coatings underneath, providing contractors with an extra layer of

confidence. Fusion performs successfully when combined with either waterborne or solvent-based finishes, does not affect coverage rates or dry times, and can be used on prefinished floors.

In addition to its adaptability, Fusion is also user-friendly. Fusion mixes easily with finish (2 ounces for every gallon) and can be ready for application in as little as 10 minutes. Once Fusion has been mixed in, apply your finish to the floor as usual – no changes in your application method are necessary.

When you consider how much time and money could be spent resanding, rescreening, and re-recoating a trouble floor, 10 minutes of including Fusion in your finish preparation seems more than reasonable.

This VOC compliant bonding additive is specifically designed to mix with Glitsa topcoats – Glitsa Gold Seal, Gold Seal Lite Scent, HP Commercial Waterborne and Infinity II – but it also meets Glitsa's high standards when mixed with other professional level finish products.

“With the exceptions of waxed floors and raw wood, Fusion can be used to improve adhesion on all wood floor recoats,” affirms Ken Winterstein, Senior Chemist and Research & Development Lead for Glitsa American, Inc. Fusion-treated finish is a recoat product and should not be applied over freshly stained floors. As with wax and bare wood, adhesion problems will occur.

**Add Fusion to your finish and eliminate doubt and uneasiness surrounding your next recoat. Improving finish adhesion increases job consistency. ♦**

**“Combine with either waterborne or solvent-based finishes without affecting coverage rates, dry times or open times. And it can be used on prefinished floors!”**



## Fusion in the Field

Have you used Fusion yet? Do you have a great story to share with us?

We'd love to hear from you! Please call us at **800-527-8111** or email us at **swedish@glitsa.com** today!

# FUSION: Just the Facts

## Manufacturer: Glitsa American, Inc.

Glitsa American, Inc. has been an industry leader for over 45 years in manufacturing quality hardwood floor finishing products, including classic Swedish finishes and innovative waterborne finishes.

## Product Name: Fusion

## Product Type: Bonding Additive

Fusion is designed for use in combination with Glitsa waterborne and Swedish finishes to promote superior adhesion on floor recoats, including prefinished flooring.

## Quantity (per bottle): 8 Ounces, 236 ML

## Available Date: Now

## Purpose: Promote & Increase Adhesion

As a bonding additive, Fusion has been designed to help lessen problem issues sometimes involved with recoating

difficult surfaces, especially recoats. Fusion promotes thorough bonding between your new topcoat and the existing surface below.

## For Use With: Waterborne & Solvent-Based Finishes

Fusion was tested for functionality primarily with Glitsa Waterborne and Swedish finishes; however, Fusion also worked with other major floor treatments in testing.

## Treatment Rate: 2 oz. for each gallon Finish

Adding less than the recommended amount will deter optimal adhesion. Adding more than the recommended amount will NOT increase adhesion and could cause coating problems such as fisheyes and/or grit.

## Mixing Format: Stirred, NOT SHAKEN

Methods of chemical mixing are often vital to product success. Fusion must NOT be shaken together with the finish of choice. Fusion must be stirred for consistent affect.

**APPLICATION:** Because it is an additive by nature, Fusion should be stored and mixed at the same relative temperature as that of Glitsa finishes and the project environment. For all Glitsa finishes, follow label directions to prepare coating for application, including the addition of hardener for two-component products.

If using finish products other than Glitsa, test in an inconspicuous area to determine compatibility. Fusion will not affect color or clarity of finished wood floor.



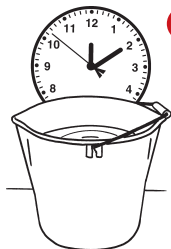
- 1 Pour finish into clean container.



- 2 Remove cap on Fusion bottle measuring chamber and squeeze bottle gently to fill chamber.  
*Each gallon of finish requires two ounces of Fusion additive.*



- 3 Stir finish vigorously while slowly pouring in Fusion to ensure adequate blending. Stir continuously for 2 minutes.  
**DO NOT SHAKE.**



- 4 Allow finish/additive mixture to sit for 5 – 10 minutes before use.



- 5 Apply coating mixture to sealed or prefinished floor in accordance with finish manufacturer's label directions.  
*Fusion does not affect coverage rates, open time or dry time.*



## DO NOT USE OVER:

1. Bare Wood
2. Unsealed, Stained Floors
3. Waxed Surfaces

# Wood Flour Cement

## The Problem with Premixed

You are on a high profile, lucrative job – no room for mistakes. You have handpicked each piece of wood yourself – no bad pieces. You have laid each plank perfectly onto the floor – no "H"s. You have rough-sanded the floor with great care – no dishmarks.

After sweeping away much of the excess sawdust, you notice a few places needing fill – a small gap here, a splinter there, and even a small dent. You get the trusty premixed filler from your truck and open the container only to notice the color doesn't quite match the wood. Annoyed, you run back out to the truck for another shade of filler. No luck. You start mixing the two colors...it'll do, but it still doesn't look **exactly** right.

You are working with an exotic wood.

Premixed filler doesn't come in "chameleon" color for exotics. Most current finish manufacturers make wood filler products in only the most common colors, such as: red and white oak, maple, cherry, and walnut. Other specialized manufacturers offer greater color selection, but there are always limits to color matching.

Unfortunately, these premixed color selections are suitable for only a portion of your jobs, and attempting to inter-mix fillers in hopes of finding a more preferred color will only look decent while the floor is new. As the floor ages and changes color, your "melting pot" filler will start looking drastically different from the rest of floor.

## Wood Flour Cement: The Ideal Exotic Filler

Homeowners today are looking for a "different" look in their homes. The era of hardwood business focusing on one specific wood (such as Oak or Maple) has passed. In this global market, exotic woods are more available and less expensive. With no reason to assume the trend will end anytime soon, the need to own exotic-friendly products becomes more necessary.

Glitsa's Wood Flour Cement has been part of the company product line for over thirteen years, outshining other industry fillers on a number of levels. Never has this been truer than now, with the introduction of more and more exotic woods in our industry. Glitsa Wood Flour Cement will always match the wood to which it is applied because it is made with the floor's actual sanding dust. Besides just color matching, the filler will age and cure identically to the rest of the floor because it is composed of the wood itself.

Mix Glitsa's Wood Flour Cement with fine edger dust from your project floor, creating a filler that perfectly matches the color of the floor. You want to stir until well blended, and keep adding Wood Flour Cement until the mixture becomes a trowelable consistency.



**Glitsa Wood Flour Cement will always match the wood to which it is applied because it is made with the floor's actual sanding dust.**

- Push mixture across **entire** floor, concentrating on any large cracks.
- Trowel floor cleanly, leave no puddles behind.
- Filler should be left in cracks only.
- If the mixture thickens, simply add more Wood Flour Cement. **Never add thinner.**
- Excess mixture left in grain around cracks will show through finish, so make sure you drum sand well.

Wood Flour Cement adheres better to wood than other waterborne variations in the industry because of its unique chemical composition. Most cracks or gaps existing in wood are thoroughly filled, leaving a smooth surface easily coated by all types of finishes. In addition, Wood Flour Cement will accept stain very well and is fast drying.

Look for Glitsa Wood Flour Cement on the next visit to your local distributor. It is available now nationwide. If you can't find it locally, contact us and we will put you in touch with the nearest Glitsa distributor. ♦

# CONTRACTOR SPOTLIGHT

## CUSTOM Wood Floors



Every time we use Glitsa Waterborne products, the owner is always extremely satisfied with both the look and low odor.

**F**orte Payne, Alabama – In an area where many people proudly inherit Great Grandpa’s love for an all oil-modified wood floor finish, you’d think a Glitsa floor could be a tough sell. Not so, according to Mark Arnold of Custom Wood Floors.

“We have a reference list that we offer our customers, and the floors sell themselves.”

Established in 1988 by Mark’s father-in-law Zane Cater, Custom Wood Floors is now run by the two men in partnership with Cody Vartanian. The three have pushed the business to become one of the most successful in the region.

Custom Wood Floors has used Glitsa Swedish sealers right from the start. In particular, Mark has become a big fan of the Glitsa Hybrid System (applying HP – High Performance or Infinity II over a Glitsa Sealer or Satin Sealer) because of its beauty and durability.

“It, by far, gives us the hardest and best looking floor...the Satin Sealer starts us off with a more consistent sheen, and it only gets better from there. Every time we use

Glitsa Waterborne products, the owner is always extremely satisfied with both the look and low odor.”

In a year where political flip-flops got all the attention, Mark has been happy to see another type of flip-flop taking place in his area.

“A year ago, jobs were probably 75-25% polyurethanes to water. Now, it has flipped – we do about 75% water now.” With consumer demand for oil-based polyurethanes and finishes dropping so radically, businesses like Custom Wood Floors are seeing substantial growth in both waterbased and Swedish finish jobs.

Mark emphasizes quality work as the key to his success and offers the following words of wisdom to other contractors:

***“When using the Hybrid System, don’t rush. Give the Swedish sealer plenty of time to dry. The flow of the Glitsa Waterborne finishes are so good, it’s really hard to mess up.”***

# New to the Team!

Glitsa American prides itself on building strong relationships with partners and customers in the hardwood floor industry. We attribute these relationships to the efforts and personality of our dynamic employees. Please take a moment to meet the newest additions to the Glitsa crew...



**Chris Rankin**  
Sales and Technical Representative

Prior to joining the Glitsa team in mid-June, Chris spent several years as an installer, owner/operator of his own wood flooring business, and as a distribution sales representative for other companies in our industry. His extensive experience made Chris an obvious choice to be our representative in the Southwest and the various Rocky Mountain states.

Chris currently lives in Boise, Idaho with wife Shauna and his two beautiful daughters, Brittany and Grace.

Straight from Chris – "After being on both sides of the fence for so long, contractors and distributors can trust where I'm coming from...I'm just like 'em.'"



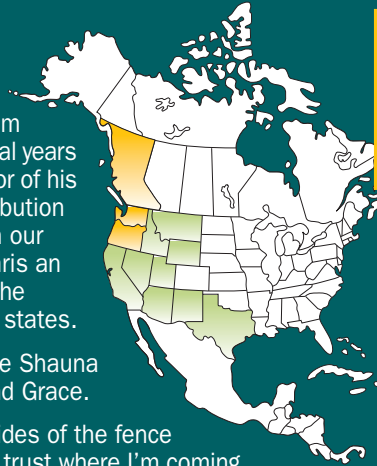
**Lon Vaughn**  
Sales and Technical Representative

The newest Glitsa addition, Lon is finding his 18 years of contracting experience in the field to be a huge asset. He came to us in September, migrating from his own successful

Seattle business to become our Pacific Northwest representative responsible for Washington, Oregon and parts of Canada.

Lon now lives in Ballard, Washington with wife Jennifer and his handful of a son, Cooper.

Straight from Lon – "Working as a flooring contractor can be tough. I know this too well, and I'm enthusiastic being in a position where I can help everyone from homeowner to contractor, contractor to distributor, and distributor to us."



**Angie Dirk**  
Marketing Coordinator

Jumping onboard early in the summer, Angie brought with her the ability to market diverse products and services. Originally from Eastern Washington, she spent some time in general contracting before earning a Bachelor's degree in Public Relations and Advertising. Her education and experience

allow Angie to provide thorough marketing and advertising support to our partners throughout the country.

Having newly moved to West Seattle in Washington, Angie looks forward to exploring life in the Emerald City.

Straight from Angie – "The flooring industry is a lot bigger than I'd realized, and I look forward to the challenge. Plus, the people are friendly – no one laughed too hard when I used the buffer for the first time at the NWFA school!"

## We want to hear from you!



**Please feel free to contact us**

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## For many northeast and mid-Atlantic states, new VOC limits for architectural coatings will be imposed beginning January 1, 2005.

The Ozone Transport Commission (OTC), which is made up of thirteen northeast and mid-Atlantic states developed a model architectural coatings VOC rule to further reduce VOC limits in an effort to meet the clean air requirements set by the Environmental Protection Agency (EPA).

Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania and Virginia have compliance dates of January 1, 2005. With the exception of Virginia, all of these states have included the Conversion Varnish category with a VOC limit of 725 in their rules. All states have a 350 VOC limit for Varnishes and Sanding Sealers and a 250 limit for Stains. This means that all of Glitsa's products, Swedish and Waterborne finishes, are compliant and will be available in gallon and 5-gallon containers.

Connecticut currently has no plans to develop their own rule and will continue to comply with the Federal AIM/VOC rule.

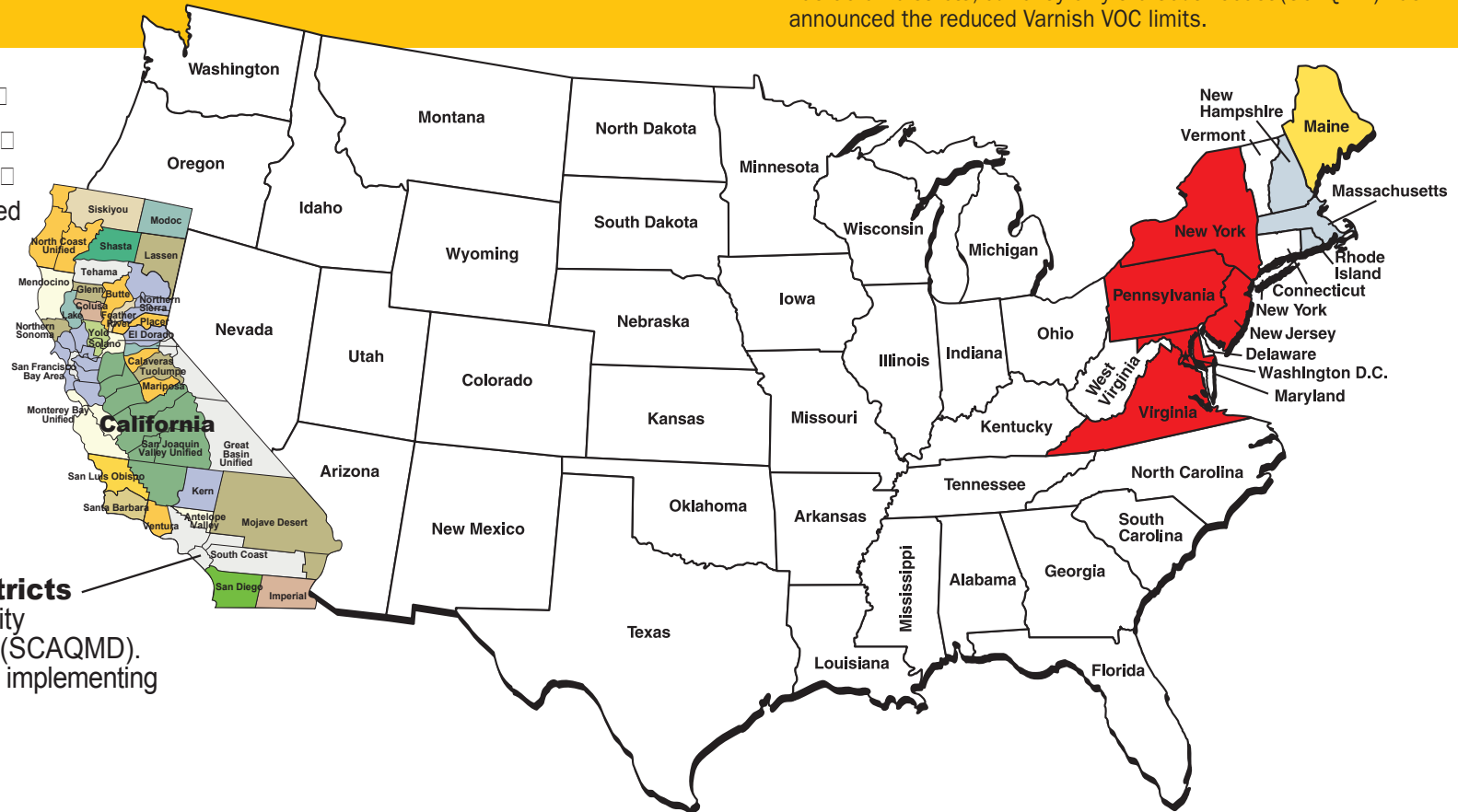
Maine, Massachusetts, New Hampshire, Rhode Island and Vermont are considering or have proposed their own rules.

Specific VOC information for each state is provided on the back of this page.

The South Coast Air Quality Management District (SCAQMD) in California have updated their VOC limits for architectural coatings that will take effect July 1, 2006. The new limit for Varnishes will be 275 and the current quart exemption will be eliminated. California has 35 air districts, currently only the South Coast (SCAQMD) has announced the reduced Varnish VOC limits.

### Implementation Dates


- January 1, 2005
- January 1, 2006
- To Be Determined



**California Air Districts**  
 South Coast Air Quality Management District (SCAQMD).  
 Changes to VOC Rule implementing on July 1, 2006

# AIM VOC REGULATIONS for OTC States

Updated 11/1/2004

Coating Category	CT	DE	D.C.	ME	MD	MA	NH	NJ	NY	PA	RI	VT	VA
Adopted or Adopting New Rule (Y/N)	N	Y	Y	Y	Y	Pending	Y	Y	Y	Y	Pending	Undecided	Y
Implementation Date	N/A	1/1/05	1/1/05	1/1/06	1/1/05	TBD	TBD	1/1/05	1/1/05	1/1/05	TBD	TBD	1/1/05
 <b>Conversion Varnish Limit</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>725</b>	<b>N/A</b>
Varnish Limit	450	350	350	350	350	450	450	350	350	350	450	450	350
Sanding Sealer Limit	550	350	350	350	350	550	550	350	350	350	550	550	350
Quart Exemption (Y/N)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Notes	Comply with Federal AIM/VOC Rule  CT is not persuing their own rule	Can sell product manufactured before 1/1/05	Can sell product manufactured before 1/1/03 through 12/31/06	Comply with Federal AIM/VOC Rule.  ME is developing an AIM/VOC rule patterned after the OTC model rule.  Compliance date will probably be 1/1/06 or later.	Can sell product manufactured before 1/1/05.	Comply with Federal AIM/VOC Rule.  MA intends to adopt the OTC model rule but has not begun to develop the regulation yet.	Comply with Federal AIM/VOC Rule.  NH intends to develop a VOC rule patterned after the OTC model rule.  They believe a compliance date will be set for 1/1/06 or later.	Statewide Rule	Statewide Rule	Statewide Rule	Comply with Federal AIM/VOC Rule.  They do not have their amended rule drafted yet.	Comply with Federal AIM/VOC Rule.	Northern VA only: Arlington, Fairfax, Loudoun, Prince William and Stafford Counties; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities.  Can sell product manufactured before 1/1/05 to sell through 12/31/07