

CONTRACTOR SPOTLIGHT

CUSTOM Wood Floors



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Forte 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.”