

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.



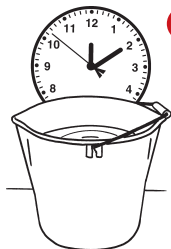
- 1 Pour finish into clean container.



- 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