

Glitsa American supports professionals and craftsmen by providing the most beautiful Swedish finish systems. Wholesale market leader Glitsa American provides products, technical support, and continuing education.

the Swedish edition

Glitsa American's newsletter for flooring professionals

© July 2007 Glitsa American, Inc.



Glitsa Gold Seal System The Diamond of Floor Coatings (Part Two of Two - Aging Gracefully)

by Duane Bartel, President of Glitsa American, Inc.

Floors coated with Glitsa Swedish finishes are well known for their rich, natural appearance. They excel at enhancing the depth and character of the wood, allowing you to clearly see into the wood without clouding it with what looks like a thick, dull plastic coating. This distinction becomes even more striking as the floor ages. The Swedish finish floor will maintain its distinctive depth and natural look over the years. We call this characteristic "aging gracefully".

How a floor looks after years of service is dependent on the wear it experiences and the type of coating used. The abuse a floor experiences can include scratches and scuffs, water spotting, household chemicals and other contaminants tracked in from outdoors. It is the accumulation of these forces on the floor that over time may leave it looking scratched, dull and lackluster.

Glitsa Swedish finish addresses each of these wear and aging issues. **A floor with a hard coating scratches different than a resilient coating.** Both will scratch and scuff, but a resilient coating will "bounce back" leaving a less obvious mark, whereas a hard coating will leave a more obvious white mark in the coating.

Continues on page 2



Glitsa Gold Seal System continued from page 1

A resilient surface is flexible. It gives and rebounds to force, whether that is a scuff from a shoe heel or a grain of sand dragged across the surface by a chair leg. Because a *hard coating* does not give, it responds to the scratch force by tearing to reveal a vast array of individual crystalline structures along the scratch path. Each of these crystals reflects light at random angles and frequencies, which is the definition of white light. *This is why scratches in brittle coatings typically appear white.*

Glitsa Gold Seal Swedish finish responds quite differently to the force of scratches. Instead of tearing and exposing brittle crystalline structures from a scratching force, *Glitsa Gold Seal Swedish finish* will be *cut more cleanly and the cut will generally close back in on itself*, much like a paper cut on your finger will close on itself, frequently leaving no scar.

Similarly, a shoe scuff of a *hard surface* will often leave a permanent black mark in the coating. The scuffing force itself might be small, but it is applied to a very tiny area. The result is an instantaneous high heat build up that can leave the burn mark we refer to as a “*scuff*”.

The resilient qualities of *Glitsa Gold Seal Swedish finish* enable it to *respond to scuff loads by acting like a shock absorber* in a car, dividing the load over a longer period of time. The result is much greatly reduced heat generation and *less likelihood of permanent scuffmarks* in the floor.

Beyond the wear loads of scratches and scuffs, is the chemical assault presented by the presence of water, foods, pets, plants, various sprays and chemical contaminants tracked into the house from the outdoors.

The Swedish finishes possess superb resistance properties to these chemicals. This quality also contributes to the excellent adhesion properties of the Swedish finishes when it comes time to recoat. Coatings that do not share these chemical resistance and tolerance properties will readily show evidence of water spotting and chemical wear and appear to age quickly.

The skin on our bodies demonstrates one of the best examples in nature of aging gracefully. It is a prime example of a high performance resilient coating. Imagine how our bodies would respond to injuries if we had eggshell hard surfaces instead of our flexible, resilient surfaces. Not only would we be much more vulnerable to severe damage from everyday forces, but the damage would be very cumulative. In short order our skin would look scratched and scarred, dull and worn out. The damage would not be hidden as well. We would look old before our time.

The next time you contemplate which floor coating to use, consider how the floor will perform and appear over time. Give the customer the floor they are looking for – one that will age gracefully and look good for many years. ♦





Tech Tip: The Benefits of Tacking

by Cameron DeMar,
Technical Representative, Glitsa American, Inc.



There are many different reasons why tacking a floor would prove beneficial. Whether to dry tack or wet tack (*and what to wet-tack with*) depends on the type of wood and finish being used, as well as contractor preference. Reasons to tack (wipe) a floor range from picking up the remaining dust particles the vacuum left behind, to ensuring good adhesion of finish over oily woods such as Jatoba, Pine, Cypress and Teak, to name a few.

Tacking Over Bare, Oily Woods

Exotic and oily woods on the market today are presenting a challenge for contractors. To lessen the chances for adhesion problems, it is a good idea to make it a standard practice of tacking oily woods with lacquer thinner before applying finish. Dampen the Glitsa Tack Mop, using the courser, wet-tack pad with lacquer thinner and mop the floor, reapplying more lacquer thinner as needed. After the lacquer thinner has fully flashed off, apply your first coat of sealer. This cleans the oils off the surface of the wood and suppresses the oils in the wood, allowing the coating to film-over before the oils have a chance to get back to the surface and affect the coat and/or subsequent coats.

Picking Up the Dust Between Coats

When abrading between coats of finish, vacuum thoroughly. A great way to pick up fine particles left over from vacuuming is by using Glitsa's Tack Mop with the dry-tack mop pad. The dry-tack pad has thicker and longer microfiber than traditional homeowner microfiber mops. The mop head is also larger than homeowner cleaning mops, making picking up residual dust faster and easier.

You can dry tack, or wet tack with lacquer thinner, denatured alcohol or water. All of these methods will work on Glitsa's Swedish system; however, **do not use lacquer thinner or denatured alcohol in-between coats when using waterbase finish.** Inter-coat tacking on waterbase finish can be accomplished by dry-tacking or wet-tacking with water only.

Refer to the *NWFA Technical Manual* for further info on which tacking methods are recommended for different types of finish. ♦





Glitsa Welcomes Two New Sales Reps



Brian Gamet

Sales and Technical Representative

Glitsa was excited to **welcome Brian Gamet** aboard in March of 2007. Brian is the new **Sales and Technical Representative** for the **Eastern Territory**. He has been in the hardwood flooring industry for over 7 years. Those of you in the Rochester, NY area may remember Brian from Hoboken Wood Floors. Brian managed their Pro Shop for the past three years before starting with Glitsa. **Brian services the following states: Alabama, Connecticut, Delaware, Florida, Georgia, Kentucky, Louisiana, Maine, Maryland, Massachusetts,**

Mississippi, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, Washington, DC, West Virginia.

Brian lives in Henrietta, NY with his wife, Amy, their son Adam, and their new baby girl, Julia. Brian has always lived in New York state, growing up in Buffalo and Rochester. Brian drew on his sales experience to make the switch from inside to outside sales. Having worked for a distributing company for the past 7 years, Brian looks forward to seeing his customer base from a different angle. Adds Brian, **"I like dealing with the customers in the hardwood flooring industry. They are loyal and easy to work with."**



Mike Osborn

Sales and Technical Representative

Welcome Mike Osborn. Mike is the new **Sales and Technical Representative** for the **Western Territory**. Mike has 28 years of experience as a contractor. Mike got his first taste of the hardwood flooring industry as a mere grade-schooler, working for his dad and uncle. Mike's uncle was "old school." **"You don't touch the next thing until you've mastered the first. I mastered the edger before I was allowed to move on to the buffer,"** Mike says. He continues to share the "old school" philosophy as an NWFA instructor

and as a contributing editor in the NWFA Technical Training Manual. **Mike services the following states: Arizona, California, Colorado, Idaho, Montana, New Mexico, Nevada, Utah, Wyoming.**

Mike grew up in California. He has lived in Seattle, WA with his wife of 22 years, Dana, and their 2 daughters, Kaylin, 20, and Jenna, 17, since 1991. Previous to working for Glitsa, Mike owned his own business, Long Beach Flooring Company, in California for about 10 years and started a new business, Start to Finish Hardwood Floors, when he and his family moved to Seattle in 1991. Mike is enthusiastic about sharing his knowledge - **"I am looking forward to starting a new chapter in my hardwood flooring career!"**

Chris Pryjowski is now servicing the following states/provinces: **Arkansas, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, Ontario, Quebec, South Dakota, Texas, Wisconsin.**

Lon Vaughn will continue to service the following states/provinces: **Alaska, Alberta, British Columbia, Hawaii, Oregon, Washington.** ♦

Quality Workmanship from a Seasoned Pro Keep Mason Flooring, Inc. Going Strong

MASON FLOORING, INC.
Boise, ID

It's easy to see why Paul Mason, owner of Mason Flooring, Inc. has been in business for 14 years. He worked for several companies in California and Idaho as an installer, sander and finisher before opening his own company in Boise, ID in 1993. Paul Mason works side-by-side with his crew of 4. Mason's contractors have all been with the company at least 3 – 4 years. "I have a superior crew. They are excellent workers!", Mason says of his employees.

Mason Flooring specializes in residential jobs, servicing a "good mix of everyone". Mason does both new construction and remodels, advertising good quality at competitive prices. **"We have the best floor for the money,"** Mason adds. Good old-fashioned workmanship and customer service have kept him in business for 14 years. **"I believe in customer service being top priority,"** Mason states, doing whatever it takes to make sure the customer is satisfied with the job. Mason knows that happy customers are repeat customers.

Mason started using Glitsa when he was working for a contractor in Idaho and has used Glitsa almost exclusively since he started his business. A seasoned Swedish user, he uses Glitsa HP when a customer requests waterborne. Otherwise, on 90% of his jobs, he prefers Glitsa Sealer with a topcoat of Gold Seal. In Idaho, Semi-Gloss sheen is the more popular choice, though Satin is also used regularly. Mason feels Glitsa has better durability and appreciates the ease of use. "I like how it spreads. Good dry times," he states. Mason likes the overall look that Glitsa gives a floor, saying, **"It's more of a full-looking floor, more natural. It gives a nice even coat."**

PAUL MASON ON INDUSTRY TRENDS...

- In the past 10 years, people are going away from Oak to the lighter woods like Birch, Maple, and Hickory.
- The rustic look has gained popularity in the past 4-5 years.

GLITSA TIP FROM EXPERIENCED USER, PAUL MASON

- "When you are applying Glitsa, make sure you spread it as even as you can, but not too thin." Mason stays within the recommended coverage rates.



"Glitsa has been a good product for my company. Once you learn how to work with the product, Glitsa is superior to others in the market."

– Paul Mason, Mason Flooring, Inc.

Too Bad We Don't Make Safeglid[®]s for Them



safeglid[®]s
FELT FLOOR PROTECTORS

Help protect furniture from scratching or marring floors with Safeglid[®]s felt floor protectors.

Recommend Safeglid[®]s to protect your client's furniture from scratching or marring floors. 5 Options meet all needs: Tap-Ins for wooden chair legs, Snapglides for brass-plated swivel glides, Stemglides for Breuer style chairs, Levelers for tables, chairs, refrigerators, washers & dryers and Self-Adhesives where the conventional tap-ins won't work.

- Simple to install
- Won't loosen or slip
- Affordable
- Helps avoid callbacks
- Protects your customer's investment
- Available in a variety of sizes & colors

Recommended for wood, vinyl, tile, stone, terrazzo and marble flooring.

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>



Please feel free to contact us
327 South Kenyon Street
Seattle, Washington 98108
800-527-8111
e-mail: swedish@glitsa.com



We want to hear from you!

Presorted Standard
U.S. Postage
PAID
Tacoma, WA
Permit No. 1347