

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

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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.

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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. ♦

