

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.