

Glitsa American supports professional craftsmen by providing the most beautiful finish systems. Wholesale market leader Glitsa American contractors with superior products, technology and continuing education.

the Swedish edition

Glitsa American's newsletter for flooring professionals

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Introducing

GlitsaMax

Maximum Body. Maximum Build. Maximum Performance.



Glitsa's New Commercial and Heavy Residential Waterborne Finish

Glitsa continues its tradition of meeting the needs of the discriminating contractor with GlitsaMax, the new urethane waterborne finish that incorporates a "bulletproof" polycarbonate resin. That's the very resin used to create bulletproof glass and give high-impact strength and durability to motorcycle helmets. The result? One tough coating with a beautiful, clear finish!

Our development team has applied the most advanced technology to produce a two-component finish with exceptional flow and leveling characteristics. A thicker spread rate means GlitsaMax has the full-bodied feel and application of a solvent-borne finish while retaining all the advantages of a waterborne. GlitsaMax's heavier coverage rate also means a longer open time, resulting in a more manageable working puddle that minimizes your chance of lap marks, turn marks or bubbles. The thicker finish viscosity gives maximum body and build and makes working back to a wet edge a snap. Better build means GlitsaMax is easier to see during application—no more guessing—making it the ideal finish in low light conditions or on white floors. And GlitsaMax dries clear, allowing the natural color and beauty of the wood to shine through.

Not only is GlitsaMax user-friendly, but it's applicator-friendly as well. Roll, T-bar or brush; GlitsaMax works great with all application techniques* (for tips on rolling see our article "Rolling With The Changes in the Waterbase Finish Market" in the Feb. 2008 Swedish Edition or online at Glitsa.com).

GlitsaMax is available in three sheens: Semi-Gloss, Satin and our NEW Ultra Matte. Each sheen delivers a consistent, uniform finish. GlitsaMax can be used over Quality Seal, or over two coats of Bacca, Glitsa Sealer or Satin Sealer. ♦

Ask your local distributor about GlitsaMax!

* For best results, follow manufacturer recommended coverage rates and instructions for application.



Glitsa has done it again with GlitsaMax—its new full-bodied waterborne urethane. Durable, easy to use, GlitsaMax retains all the benefits of a waterborne with the exceptional flow and level of a solvent-borne finish.



GlitsaMax

*Maximum Body · Maximum Build
Maximum Performance*



- Commercial-grade two-component waterborne finish
- Full-bodied thickness of a solventborne with the convenience of a waterborne
- Polycarbonate resin to give it maximum impact strength and clarity
- Brush it, Roll it, or T-Bar it
- Available in three sheens: Semi-Gloss, Satin, and NEW Ultra Matte

"I couldn't believe the build with GlitsaMax. It lays out beautifully and it's so forgiving. I couldn't be happier with the results."

Scott Avery, Modern Tech Floors,
Portland, OR

*"Good flow,
workability,
and it's tough stuff.
GlitsaMax is a great,
durable finish."*

Jason Chamberlain, JC Hardwood,
Syracuse, UT

"After fifteen years in the flooring business I've tried a variety of finishes. GlitsaMax has great flow, it's easy to use, and it finishes out really nicely. I'll definitely use it again."

Jim Goss, Jr., Goss Floors,
Everett, WA

**Get \$5 Back on Every
Gallon of GlitsaMax**

Ask your distributor. Limited time offer.



Ask your distributor
about GlitsaMax or call
(800) 527-8111 or go to our
website at www.glitsa.com.





Q&A

Technical Questions & Answers

by Nace Hentschell, Product Development and Technical Services Director

Several years ago in the late 1980s, I was running a large hardwood flooring crew. Always eager to get my hands on current technical information, I talked regularly with the technical department at our finish manufacturer, Glitsa American.

In 1996, they came out with a Q&A Sheet of common questions about Glitsa products. This was an absolute blessing for me! At the time, I was the “go to guy” for all the hardwood technical information for the salesmen, hardwood crews, builders and homeowners. I had heard the questions from the quiz before and the answers were familiar ones, but having a reference from the manufacturer was a great resource.

Years later, I still looked up answers on this sheet of paper. I thought it might be helpful to our loyal Glitsa users to reproduce this document. So here is the revised Glitsa Q&A. Some questions are the same. Some have been added with new, updated material. I hope this is as helpful to you as it was for me!

Q: Does Glitsa use UV blockers in our systems?

A: No. Glitsa does not use UV blockers in our systems, though GlitsaMax does have some inherent resistance to ambering under UV light exposure.

Q: Can I put Glitsa Gold Seal or Lite Scent over polyurethane?

A: No. Using Glitsa Gold Seal or Lite Scent over polyurethane may result in incompatibility issues. Depending on the poly used, you may encounter possible wrinkling, adhesion issues and/or poor durability.

Q: Can I put polyurethane over Glitsa Gold Seal or Lite Scent?

A: First, test for compatibility. More often than not, polyurethane will work over Glitsa Swedish (conversion varnish) and waterborne finishes. It should be noted that you will not achieve equal look or durability characteristics as the complete Gold Seal System.

Q: I did a Gold Seal touch up from the same can as the topcoat. Why was the repair shiny?

A: The touch-up has not cured yet. It may need to be polished/buffed in with a cotton cloth or 600 – 800 grit abrasive and cotton cloth.

Q: Why do I need two solvent seal coats in a hybrid system?

A: Using two solvent seal coats in a hybrid system makes sure that the wood is sealed so the waterborne topcoat will not penetrate to the wood. This is especially important for photosensitive woods (i.e. Jatoba, etc...). If the waterborne finish penetrates down to the raw wood it can leave light colored blotches.

Q: What can I do to have more open time with Infinity II and GlitsaMax?

A: You can add water (4 – 6 ounces per gallon) to increase the open time in either Infinity II or GlitsaMax, if needed.

Q: What are the benefits of adding Infinity Pro-Link to Infinity II?

A: Adding Infinity Pro-Link improves early hardness and chemical resistance by 20%. Use Infinity Pro-Link for better scuff and scratch resistance. Another benefit is more open time.

Q: How long should I let solvent sealers dry before topcoating with Infinity II or GlitsaMax?

A: Let solvent sealers dry at least 24 hours before topcoating with Infinity II or GlitsaMax. Take environmental conditions into account (i.e., extreme temperatures and/or humidity) when assessing dry time.

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Q: What can cause Gold Seal to wrinkle?

- A:**
- The sealer may not have been catalyzed properly. Putting in either too much or not enough catalyst may cause Gold Seal to wrinkle.
 - Putting Gold Seal over seal coat(s) that are not completely dry due to jobsite conditions, heavy coats, stain not dry, etc. could cause wrinkling.
 - Lack of ventilation during the seal coat could also cause the seal coat(s) to not completely dry.

Q: Can I add Infinity Pro-link to each coat of Infinity II?

A: To avoid tannin-pull or discoloration of the wood, we recommend putting Infinity Pro-Link in the **final topcoat of Infinity II only.**

System #1: When using three coats of Infinity II, add Infinity Pro-Link to the third (final) coat of Infinity II.

System #2: When using one coat of Quality Seal and two coats of Infinity II, add Infinity Pro-Link to the second (final) coat of Infinity II.

Q: What is best way to abrade Quality Seal?

A: Use a maroon conditioning pad. If necessary, add 240 grit sanding strips. We recommend moving quickly while abrading.

Q: What are the best environmental conditions in which to apply Glitsa Finishes?

A: All finishes are formulated to work best when applied at normal temperatures and humidity, usually 60°-70°F and around 50% RH. It is important to be aware of any extreme temperatures and humidity on jobsites, as these conditions may dictate longer dry/cure times for stains, sealers, and topcoats. We recommend acclimating the finish to the jobsite temperature. A good investment is an inexpensive hygrometer/thermometer, which provides an instant digital readout of both temperature and humidity.

Q: How do I avoid white lines on dark-stained floors?

A: We recommend the Gold Seal System for a floor with no traces of white lines. However, if you would like to use a waterborne finish, early testing shows

that Infinity II will break at a board joint and not stretch over a steam. Still, residual stress fractures on the edge of the board where the coat does break can appear as a semi-transparent line.

Q: Do I gently rock or stir all waterborne finishes?

A: No. The proper mixing procedures for Glitsa waterborne sealers and finishes are as follows:

- **Quality Seal** - Gently rock container, taking care not to shake vigorously to avoid creating excess bubbles or foam. Let container sit for 5 -10 minutes, to allow any bubbles or foam generated to dissipate before coating.
- **Infinity II** - Shake Infinity II for 15 seconds to ensure even distribution of flattening agents. Allow 10 -15 minutes for foam generated from shaking to dissipate before coating.
- **High Performance (HP)** - Shake Part A thoroughly for 30 seconds. Add Part B to Part A, recap, and immediately **shake contents aggressively for 30-45 seconds in an up-and-down motion.** Allow the finish/hardener mixture to stand for 10 - 15 minutes before use and see Filter Instructions on label.
- **GlitsaMax** - Shake Part A thoroughly for 30 seconds. Add Part B to Part A, recap, and immediately **shake contents aggressively for 30-45 seconds in an up-and-down motion.** Allow the finish/hardener mixture to stand for 10 - 15 minutes before use and see Filter Instructions on label.

Glitsa Tip: Save one or two empty HP or GlitsaMax containers. They come in handy when mixing less than a gallon of finish. ♦





Contractor Spotlight

A Craftsman With Integrity Builds His Business From the Customer Up

RAPHAEL HARDWOOD FLOORING, INC.
Lodi, CA
(209) 366-0664



Joshua Raphael, owner of Raphael Hardwood Flooring in Lodi California, didn't start out wanting to be in the flooring business. "I've always really enjoyed things having to do with art and creativity; working with my hands, that type of thing. So when a flooring contractor in town was looking for a kid to help him out, I jumped at the chance. He did a lot of custom inlay work—borders, medallions—he was very particular and had very high standards. I learned a lot in the years I worked for him and I realized pretty quick that this was something that I really enjoyed and that I could excel in."

Josh knew from a young age that he wanted to start his own business but had no idea what kind of business that might be. After learning the trade from the inside out he knew the wood floor industry was his calling.

Specializing primarily in high-end residential work, Raphael Hardwood Flooring is known for their custom, handcrafted floors, gearing their philosophy away from the mass marketed one-size-fits-all approach. "A customer may look at a pre-finished option and he may have something like five different color choices in three handscrape style options and that's basically it.

Continues on page back



"I use Glitsa because there's a strong track record of excellence with their products. I know I don't have to worry if I use Glitsa on an exotic wood like ipe or a more porous wood—I know that Glitsa will go on consistently, bond to the wood, and give me excellent results every time."

– Joshua Raphael, Raphael Hardwood Flooring, Inc.

Contractor Spotlight

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Take it or leave it. We work hard to narrowly define exactly what the customer wants. Give them something unique that they can be proud of. Even if it doesn't have extensive borders or a medallion, say; it's still very, very custom because it's exactly what that customer wants. From the color, to the finish sheen, to the wood itself. A practical work of art. And that's why we've been successful and why we've been able to compete with larger 'big box' type stores."

Depending on the job, Josh generally uses a 2- or 3-coat system—Glitsa Bacca and Glitsa Gold Seal—to enhance and protect his customer's investment because of its excellent adherence. "Glitsa products are consistent. I'm secure in the knowledge that the finish is going to bond very well with any wood I'm working with and because of that I can use it with a clean conscious." ♦

JOSH RAPHAEL GIVES TIPS FROM THE TRENCHES

- **Care about what you do and do it with all your heart.** If you have pride in what you do and you care about the people you're working for, you're going to produce a superior product and you're going to rise above your competition.
- **Don't be afraid to try new things.** For a long time I was under the impression everything had to be brushed on but lately we've been using the snowplow technique and that's worked very, very well.
- **Own up.** If you make a mistake have the guts to fix it immediately before you get to the next stage in finishing.

WHY JOSH RAPHAEL PREFERS GLITSA

- **The Glitsa history of excellence.** I know Glitsa will work on a variety of woods and I know it will work every time.
- **Superior bonding.** I can feel free to be a little more creative and maybe try a wood that I haven't worked with before because I know Glitsa will perform as expected and bond to exotic woods that are more porous or heavier in oil content.
- **Durability.** I want my customers to enjoy their custom floors for years to come. Glitsa Swedish finishes allow the beauty of the burls and the grain to shine through while standing up to traffic and everyday use.

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>



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