

*Glitsa American supports professionals and craftsmen by providing the most beautiful finish systems. Wholesale market leader Glitsa American contractors with superior products, technical support, and continuing education.*

# the Swedish edition

*Glitsa American's newsletter for flooring professionals*

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## Rolling With The Changes in the Waterbase Finish Market

by Chris Pryjomski, Glitsa Sales & Technical Representative

With today's complex floor designs and intricate borders, different methods for applying waterborne finish than the conventional methods are sometimes needed. Traditionally waterborne finishes are T-barred and flat padded. However, when you come across a patterned floor where the grain does not run in one direction, you may need to apply finish so that it does not leave any potential streaks or application marks across the grain. Rolling waterborne can be a great method of application in this case.

Rolling waterborne finish is done with a 3/8" nap woven roller. This nap will hold the proper amount of finish for a good coverage rate and proper lay-off of the product. When rolling, make sure to completely cover the floor with finish and to feather off. Feathering off is done by ramping on and off in a motion similar to an airplane landing and taking off. Some contractors will pour a long 3 to 6 inch wide puddle and pull the roller like a T-bar down the length of the room. Others will pour a large puddle in a section of floor where they will start and work back away from the wet finish ramping off at the wet edge. The biggest factor in any method of rolling you choose is to keep a wet edge and feather off at each pass. On a non-directional floor, try to roll with the longest direction of the room.

A helpful tip that has taken off in the industry is to section off the rooms with blue tape. Blue tape is a tool that every contractor could benefit from. Most houses are not square rooms. Today's cut up jobs can benefit from sectioning off

Continues on page 3





**BELROSE & CO. INC.**  
**Minnetonka, MN**  
**(952) 933-0946**

# Quality Workmanship and Products Make the Difference

This year, Belrose & Co. Inc. celebrates their 20th year in business. They are a family business, run by Steve Belrose. Located just outside of the Twin Cities, Belrose & Co. is well known in Minnesota as a quality flooring company. Minnesota's flooring marketplace is very sophisticated, making Glitsa's high-end finishes a natural choice.



## STEVE BELROSE GIVES TIPS FROM THE TRENCHES

- **For a flat, contemporary look:** Stain wood then later use a matte HP.
- **Follow the instructions!** This is one of the most important things to do. Glitsa has done lots of research to find out exactly what works and what does not.
- **For a nice, even smooth coat, strain your finish.** Steve uses a piece of nylon over the end of the bucket. Zip tie it securely, cinching it up. Clip excess nylon and zip tie. Pour out so all finish is strained. (Do the same with the cut-in tray). This is very cheap & alleviates debris on the floor or in the finish.
- **If you have questions, call the Glitsa tech line.** They work with you and can be an asset when dealing with problem situations.

## WHY STEVE BELROSE PREFERS GLITSA

- **Fast Drying Time.** Faster dry times allow you to get the job done.
- **Efficiency.** Infinity II is a 2-in-1 product, acting as a sealer and a topcoat. Because Infinity II does not need a catalyst, there is no pot life and therefore you don't have waste. Leftover Infinity II from one job can be used to seal the next subfloor.
- **Tested for Quality.** Glitsa is knowledgeable about their products. They have tested what works & what does not. Steve doesn't even price others because "for the little you would save in cost, it could cost you more in the long run if you have to do a recoat. **Are you willing to risk a job for \$20.00?**"
- **Ease of Use.** Glitsa is consistently easy-to-use, no matter what your skill level.

Residential jobs still comprise the bulk of Belrose's business at about 80%. Steve tried other waterborne finishes, but was searching for "a system that works". Now he uses Glitsa waterbornes exclusively because of their quality, efficiency and dry times. Steve likes Glitsa "because of the 99.9% probability of getting a high quality job every time." Steve has found a "system that works" in Glitsa.

Infinity II is the favored product, comprising 70% of his waterborne jobs. Depending on the job, they use a 3 or 4 coat system. For jobs with a tight timeline, Steve recommends using Infinity II Cross-Linker. The final is harder, more protective and dries faster allowing for a 3 coat system.

**"Glitsa is one of our partners. They make us look good."**

– Steve Belrose, Belrose & Co. Inc.

When a good commercial or alternative waterborne is needed, Belrose relies on Quality Seal or Infinity II with HP. Steve mentioned a recent job where his customer was "extremely happy" with his application of Quality Seal and 2 coats of HP over 2 1/2" Red Oak. The clear, light appearance was exactly what his customer was looking for! Steve usually snowplows waterbornes (with a T-bar), but is looking into doing more rolling.

Belrose & Co. is known for handscraping, distressing and reclaimed wood. The most exciting part to Steve is "taking wood that used to be less desirable and making it into something unique." Steve likes using the domestic woods because he finds them "more predictable", but finds that they are doing more and more exotics. Though they do their share of Brazilian Cherry, Cumaru is their most popular exotic. Belrose prefers 3 coats of Infinity II for exotics. Steve notices a trend towards browns and rustic flooring noting that if reds are chosen usually a "brownish" hue like brick red is used. ♦

*Rolling With Waterbase Finish Changes continued from page 1*

before the start of application. Put the blue tape down on the floor with the direction of the flooring at a board seam, or where two rooms join (for example, a hallway and a bedroom). When you do a long run or have to work away from that area and come back to cut in, you have a sharp crisp line to blend to. This creates a seamless blend instead of the rough puddle line you create with the applicator. Make sure you remove the tape before the finish sets up. Usually a few minutes is all that is needed to create that sharp line and the finish won't flow out after you remove it.

When in very tight cramped quarters sometimes a flat pad or a block with a waterborne pad is all you will need. Some contractors use this for the entire floor. Use the flat pad with the front and rear leading edges. Never hold the pad flat as this will just push wet finish puddles out in front or to the rear of the pad. Angle the pad so that the front 1/3 or the rear 1/3 is contacting the floor. This allows the extra finish to be absorbed into the middle of the pad and gives you a fine, feathered finished edge.

As with any new method or product, start with a smaller, more manageable job. You may want to practice first in the shop on a 4' x 8' piece of plywood before trying the new method and/or product on your small job. It won't be long before you have perfected your technique and are ready to move on to the larger, high profile jobs.

These are a few tricks and methods that can be used in today's complicated layouts and designs. Make sure to read and follow the manufacturer's recommended application methods and recommended coverage rates. Glitsa manufactures three excellent waterborne options. Quality Seal is a sealer that can be used over bare wood or stains. Infinity II can be used as both a sealer and a topcoat. HP is a topcoat that is an excellent choice for high-traffic or commercial areas. Both HP and Infinity II can be rolled as long as proper coverage rates are followed. Good luck and remember to roll with the changes in today's changing flooring world! ♦





# Welcome, Nace Hentschell



## Nace Hentschel

*Product Development and Technical Services Director*

Glitsa is proud to announce **Nace Hentschell** as Product Development and Technical Services Director. Nace officially began working for Glitsa on January 1, 2008, but he has been promoting Glitsa for years as the Vice President of Hardwood Flooring Distributors (HFD), a division of Goodfellow. Nace brings with him a wealth of knowledge and experience, having been in the flooring industry since 1980. His well-rounded career has allowed him to be in charge of almost all aspects including sales, customer service, management, budgeting and technical services.

Nace's vast experience will be an asset to Glitsa's Product Development Department. He will give a fresh perspective and continue Glitsa's commitment to bringing quality products to professionals from professionals. Customer support and technical assistance have always been a core competence. "The reward of fixing a job and helping the contractor to get paid are the best part of the challenge. Handling a tough fix that can be pulled off at the end of the day – Now that's a good feeling!"

Nace lives in Seattle, WA and operates out of Glitsa's Seattle headquarters. ♦

**"We are pleased to welcome Nace to our team. He is a good fit with Glitsa. He has a strong background in technical, customer service and management in the flooring industry and a good familiarity with our company, products and the needs of contractors. He is the right man in the right place at the right time to grow with Glitsa as we face the opportunities and challenges of this market."** – Duane Bartel, President of Glitsa American, Inc.

Check out our web site: <http://www.glitsa.com>  
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.



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