



BELROSE & CO. INC.
Minnetonka, MN
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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. ♦