

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*

© January 2008 Glitsa American, Inc.

**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](http://www.glitsa.com).

