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ONTRACTOR
POTLIGHT

Sun Valley Custom Wood Products Inc.

Carl Reinoehl, Sun Valley Custom Wood Products Inc., Bellevue, Idaho has been in business and using Glitsa products for 19 years. His business is 98% residential, installing and finishing floors in the homes of Arnold Schwarzenager, Bruce Willis, Jamie Lee Curtis and many other business and entertainment celebrities.

Carl says he is his own worst critic, but is proud of the fact that he has never left a customer unsatisfied. Carl says "I think Glitsa is bullet proof to other finishes and is the best working".



Floor specs: Over 8,000 sq. ft and custom stairs, 7" No. 2 common tight-knot White Oak with a micro-bevel. Light screen to leave a manufactured mill mark to give an appearance of light distress. Custom Gold Seal Stain mix, two coats of Bacca and one coat of Lite Scent Matte. Over radiant heat.

Sun Valley's system of choice is two coats of Bacca and one coat of GoldSeal Lite Scent.

His tip to other contractors, "Clean the area well before coating." He says to wipe down all outlet covers, tops of doorways, walls and any areas that can collect dust and debris. This will ensure the best results for a clean debris-free finish on the floor. The trends in his area seem to be moving toward rustic and recycled or historic woods using custom milled woods. ♦



Sun Valley Custom Wood Products Inc. crew: (left to right) Tim, Joe, Shane, Brian, Carl, Rusty, Jesse and Josh.