

RETAIL PRODUCTS



AMERICA'S LEADING MANUFACTURER OF INNOVATIVE WATER-BASED FINISHES



ABOUT GENERAL FINISHES

General Finishes was founded in 1928, and when I bought the company in 1984, annual sales were just \$200,000. The facility was a tiny store front, once a dry cleaner, in West Allis, Wisconsin. There were just two of us. Rob Szwedo made the products one can at a time, and I sold them one store at a time.

We moved to a real factory in 1988 and added a six-head pour machine with an automatic ladder (wow!). We bought a used forklift (called her Elle as she was gorgeous) and our ranks swelled from two to six.

By 1992 we were still just another oil-based finish company with a limited future. We then made the decision that changed General Finishes forever: We committed our resources to water-based finishes, something few manufacturers were interested in at the time. With dogged persistence through some tough times, we created a diverse product line of great water-based stains and finishes.

We won the first of three major water-based competitions against national manufacturers in 1996, and by 2000 we were recognized as a leading innovator in the development of water-based stains and finishes. In 2020, General Finishes introduced "renewable resources" into its water-based products, a technology that is the future of coatings. These bio-based resources are made from vegetable-based fibers and oils, such as corn, soybeans, wheat, cotton, and even marigolds. Best of all, they replace petroleum ingredients and do not compromise quality.

Over the years, General Finishes has grown in production capacity, sales, staff and, most importantly, water-based innovation. Although not a comparatively big manufacturer by size, we have the deepest line of water-based and oil-based products in the country. General Finishes is sophisticated enough to tackle all your needs, and small enough to give you service the big guys don't have time for.

George C. Adams, President
General Finishes Corporation



LOOK FOR THE GREEN ICON

General Finishes manufactures wood coatings made with more than 50% renewable resources, formulated from sustainable materials that decrease the carbon footprint, such as vegetable oils and plant proteins.

LIMITED WARRANTY: General Finishes products must be tested to your complete satisfaction before using. GF will not be responsible for color satisfaction, misapplication, nor compatibility with other manufacturers' products. GF will be responsible only for the cost of our products, and not for costs such as labor, damage or project replacement.



NOW AVAILABLE HARD WAX OIL & HARDENER



MOST DURABLE OIL/WAX FINISH ON THE MARKET!

Hard Wax Oil is a high-quality urethane-solids polymer in a blend of oil & wax that enhances the natural look of wood. The urethane gives Hard Wax Oil improved chemical and mechanical properties over standard oil & wax finishes.

Features include:

- Very easy to use
- Low VOC
- Is a maintenance product. Reapply as needed.
- Made with Renewable Resources



Best used with optional *GF Hardener* to substantially shorten dry time and provide superior durability, and chemical and water resistance.





WATER BASED

WOOD STAIN



Water Based Wood Stains are the most advanced interior stains on the market. In addition to producing deep, rich color, the biggest benefit is the clean, uniform results on hard-to-stain woods, like pine and maple. Pre-Stain Conditioner (Natural), may be used as a base to tint custom stain colors.

- MADE WITH RENEWABLE RESOURCES
- Fast dry, water clean-up, low odor
- 17 colors and Pre-Stain Conditioner (Natural)
- Interior use
- Sizes: Pint, Quart, Gallon

“Our customers are enjoying the fact that they get these rich colors without harmful odors, and fast dry times give the ability to stain and topcoat in the same day.” *~Matt Maguire, Viking Lumber*



Whitewash



Pre-Stain Natural



Antique Oak



Pecan



Black Cherry



Hickory



Sedona



Brown Mahogany



Cabernet



Antique Brown



Provincial



Espresso



Tobacco



Walnut



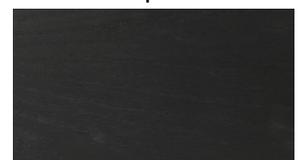
Graystone



Graphite



Onyx



Black

DYE STAIN



Water Based Dye Stains add exceptional color clarity and depth to highly figured woods. These transparent colors penetrate deep into the wood to produce rich colors that pigmented stains cannot achieve. Dye Stains can also be mixed with General Finishes Water Based Wood Stains to create custom colors and can be added to any General Finishes water-based topcoat to make toners. Dye Stain Reducer, a clear base, is available to dilute Dye Stains or it can be tinted with a dye concentrate.

- Fast dry, water clean-up, low odor
- Deep, penetrating, translucent colors
- 14 colors and clear Dye Stain Reducer
- Interior use
- Sizes: Pint, Quart, Gallon

“General Finishes Dye Stains are the best! Working with high-end hardwoods all day long, I love the vibrant colors and crystal-clear definition they offer. They are so easy to use, can be mixed, and work wonders on figured maple.” ~Will Brethauer at OWL Hardwood



Blue



Green



Yellow



Amber



Orange



Cinnamon



Empire Red



Merlot



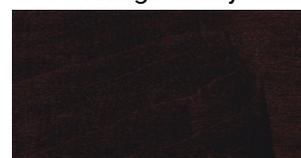
Light Brown



Vintage Cherry



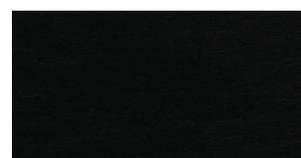
Medium Brown



Dark Brown



Pewter



Ebony



WATER BASED

MILK PAINT



Milk Paint is a highly versatile and durable water-based interior/exterior paint and its innovative formulation provides superior adhesion to raw wood, pre-finished wood and fiberglass. Milk Paint is easy to apply, has excellent flow and leveling properties, and dries to a low-luster sheen.

- MADE WITH RENEWABLE RESOURCES
- Interior and exterior use
- Fast dry, water clean-up, low odor
- Sizes: Pint, Quart, some colors in Gallon
- 12 colors and 2 bases, Clear and White
- Bases are tintable using low- or zero-VOC pigments

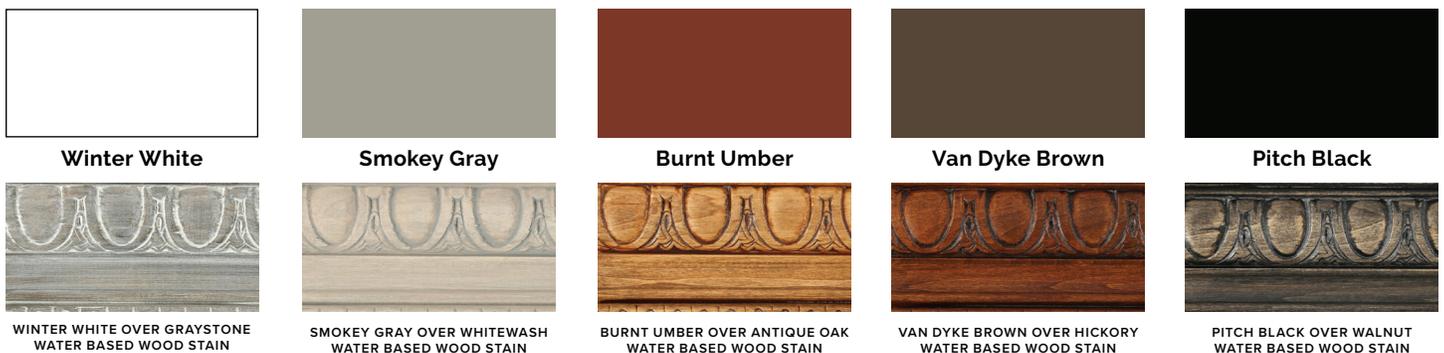


WATER BASED

GLAZE EFFECTS

Glaze Effects are translucent colors used over Water Based Wood Stains or Milk Paints to create beautiful decorative finishes. Clear Base is available for tinting to create custom colors. Use over water-based wood stains or Milk Paints. Clear Base is available for tinting to create custom color glazes.

- Fast dry, water clean-up, low odor
- Interior use
- Tintable with zero-VOC colorants
- Sizes: Pint, Quart, Gallon
- 5 colors and Clear Base



WATER BASED TOPCOATS

WATER BASED

HIGH PERFORMANCE

High Performance is a clear-drying high-solids, polyurethane. It provides superior toughness, durability, and water resistance necessary for high-wear surfaces such as tables, cabinetry and furniture.

- Fast dry, water clean-up, low odor
- Interior use
- Sheens: Dead Flat, Flat, Satin, Semi-Gloss, Gloss
- Sizes: Pint, Quart, Gallon, 5-Gallon

“General Finishes High Performance water-based topcoat is a top seller in our store. The quality, ease of use and support offered by General Finishes tutorials [have] given our DIY customers confidence in tackling anything small or large.”

~Carol Naeff, Vintage Decor & Craftery



WATER BASED

FLAT OUT FLAT

Flat Out Flat is a self-crosslinking acrylic topcoat that dries clear and produces a matte, wax-like finish.

- Fast dry, water clean-up, low odor
- Interior use
- Dead-flat sheen
- Sizes: Pint, Quart, Gallon



WATER BASED

ENDURO-VAR II



Enduro-Var II Urethane Topcoat incorporates renewable resources—technology for the next generation of earth-friendly coatings. It is an oil/water combination that, like an oil, imparts an amber tone and enhances the figure of wood while providing all the benefits of a water-based finish.

- MADE WITH RENEWABLE RESOURCES
- Fast dry, water clean-up, low odor
- Interior use
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Quart, Gallon, 5-Gallon





WATER BASED

EXTERIOR 450 STAIN



Exterior 450 Stains are made with UV absorbers and mildewcides. These stains perform well over new or existing wood finishes, fiberglass and composites. Not intended for decks.

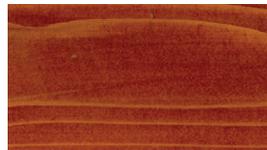
- MADE WITH RENEWABLE RESOURCES
- For front doors, garage doors
- Fast dry, water clean-up, low odor
- Sizes: Quart, Gallon
- 9 Colors and Natural Base



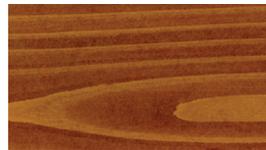
Natural Base



Butternut



Cedar



Chestnut



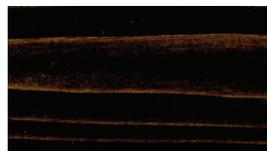
Mesquite



Red Mahogany



Coffee Bean



Black Walnut



Aged Gray



Stormy Gray



WATER BASED

EXTERIOR 450 CLEAR & WHITE

Exterior 450 Clear & White Topcoat are made with UV absorbers and mildewcides, providing a flexible exterior film that dries clear and moves with temperature variations. Use on new or existing wood finishes, fiberglass and composites. Not intended for decks.

- Fast dry, water clean-up, low odor
- For front doors, garage doors
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Quart, Gallon, 5-Gallon

“I was skeptical about the longevity of a water-based exterior product, but General Finishes Exterior 450 has exceeded all expectations and now I won't use anything else.”
 ~Matt Maguire, Viking Lumber



WATER BASED

PRO IMAGE FLOOR TOPCOAT

Pro Image is a single-component acrylic/urethane water-based topcoat for hardwood floors. It is easy to apply for professional or DIY users and provides high durability with minimal odor and fast dry times. Pro Image exceeds MFMA standards for slip resistance.

- Fast dry, water clean-up, low odor
- Interior use
- Sheens: Satin, Semi-Gloss
- Sizes: Gallon



WATER BASED

WOOD TURNER'S FINISH

Wood Turner's Finish is a water-oil urethane hybrid that dries to a warm amber tone. It is designed to be used on wood turnings, either on or off a lathe.

- MADE WITH RENEWABLE RESOURCES
- Water clean-up
- Sizes: 8 oz.

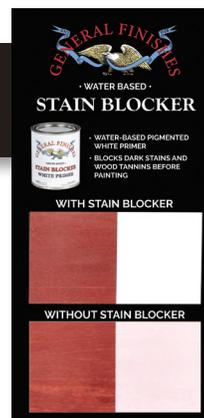


WATER BASED

STAIN BLOCKER

Stain Blocker is a powerful water-based white-pigmented primer engineered to block bleed-through from stains, dyes, adhesives and wood tannins.

- Fast dry, water clean-up, low odor
- Not tintable
- Interior use
- Sizes: Quart, Gallon



ADDITIVES, OILS, POLISHES, CLEANERS

Extender is an additive used in water-based finishes to lengthen dry times and improve flow and leveling. Sizes: 4 oz, 16 oz, Gallon



Butcher Block Oil Butcher Block Oil is a food-safe mineral oil for maintenance of butcher blocks, bowls, cutting boards, and wooden utensils. Sizes: 16 oz, Gallon



Accelerator is an additive used to shorten the dry time of water-based finishes. Sizes: 16 oz, Gallon



Orange Oil is an everyday cleaner and polish to remove dirt and dust from wood finishes and can be used as a lubricant to buff a topcoat. Sizes: 16 oz



Satin Finishing Wax is a unique blend of waxes that brings out the rich luster of woodgrain and can be used as a scratch remover over oil- or water-based finishes, including Danish Oil. Sizes: 8 oz



Brush & Gun Cleaner is designed to clean spray equipment after using General Finishes water-based stains, primers, paints, glazes and topcoats. Sizes: Gallon, 5-Gallon





OIL BASED

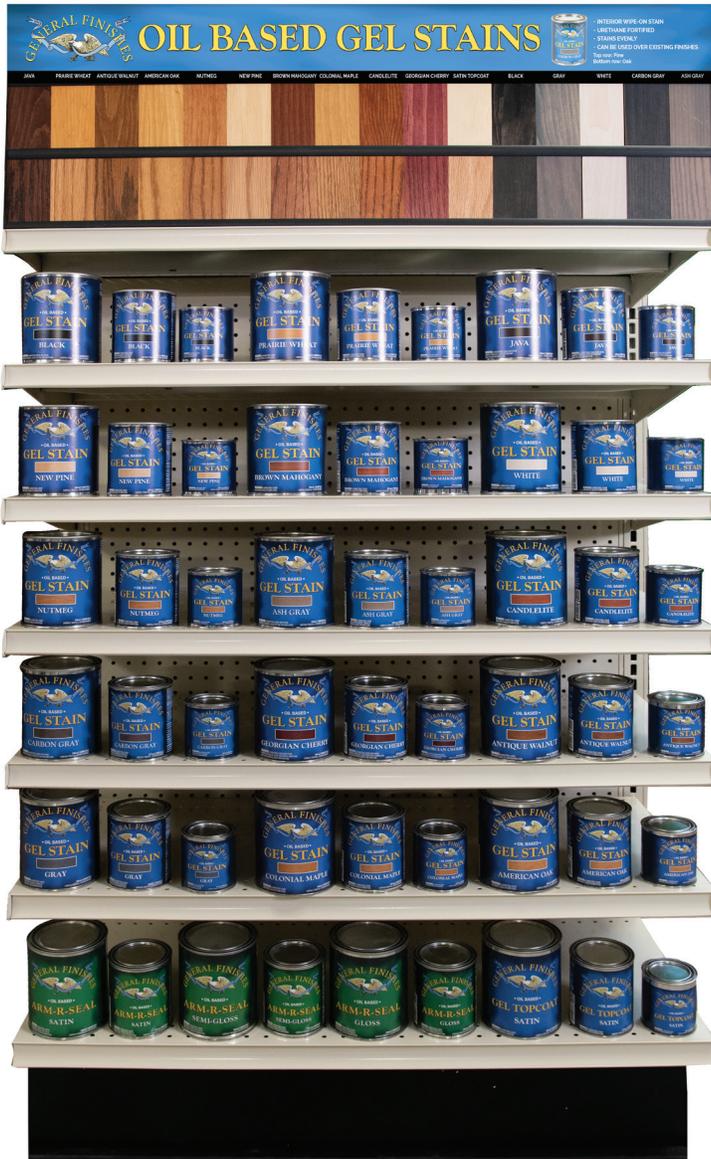
GEL STAIN

Oil Based Gel Stains are formulated with a unique combination of pigments, oils and urethanes to produce a durable, "hand-rubbed" finish. These thick stains apply easily and produce a uniform rich, dark color on hard-to-stain woods, like pine, maple and cherry. They have great adhesion on raw wood, existing finishes, fiberglass and steel doors.

- 15 colors
- Interior use
- Sizes: Half-Pint, Pint, Quart, Gallon*
*Gallons not available in all states due to VOC regulations

“General Finishes Gel Stain has the best consistency I've seen, and I was getting calls for it as soon as I started stocking GF products.”

~Tim Elliott, owner, T. Elliott's Paint Shoppe



White



New Pine



Prairie Wheat



American Oak



Colonial Maple



Nutmeg



Antique Walnut



Candlelite



Brown Mahogany



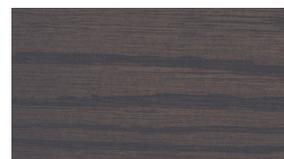
Georgian Cherry



Java



Ash Gray



Gray



Carbon Gray



Black

OIL BASED

WOOD STAIN

Oil Based Wood Stains are traditional liquid wiping stains ideal for any wood surface. They have beautiful colors and less odor than other oil-based stains.

- Easy to work
- 13 colors plus Pre-Stain Conditioner (Natural)
- Interior use
- Sizes: Half-Pint, Quart



Pre-Stain Natural



Salem



Pecan



Honey Maple



American Walnut



Danish Teak



Candlelight



Antique Cherry



Warm Cherry



Mahogany



Spiced Walnut



Mocha



Slate



Flint

OIL BASED

SEAL-A-CELL

Seal-A-Cell is a unique combination of oils, urethanes and wax. It has served craftsmen for decades as the best way to get that "natural" look on beautiful woods.

- Similar to a Danish Oil finish
 - Can be added to Oil Based Stain to lighten color
 - Interior use
 - Sizes: Pint, Quart, Gallon*
- *Gallons not available in all states due to VOC regulations





OIL BASED

ARM-R-SEAL

Arm-R-Seal is an ambering oil-based urethane topcoat that can be used on raw wood or over any stain. Formulated as a wipe-on finish, its durability makes it perfect for all wood projects that require a hard, long-lasting finish that is easy to maintain.

- Interior use
 - Sheens: Satin, Semi-Gloss, Gloss
 - Sizes: Pint, Quart, Gallon*
- *Gallons not available in all states due to VOC regulations*



OIL BASED

GEL TOPCOAT

Gel Topcoat is an ambering, oil-based urethane topcoat formulated to be applied in very thin coats to produce a soft, silky hand-rubbed finish with exceptional durability. It is ideal for vertical surfaces where thinner products may run or drip.

- Interior use
 - Sheens: Satin
 - Sizes: Half-Pints, Pint, Quart, Gallon*
- *Gallons not available in all states due to VOC regulations*



OIL BASED

OUTDOOR OIL

Outdoor Oil is an ambering, exterior-rated penetrating oil that acts as a wood preservative. It contains UV stabilizers to extend the life of the finish.

- Exterior use
 - Sizes: Quart, Gallon*
- *Gallons not available in all states due to VOC regulations*

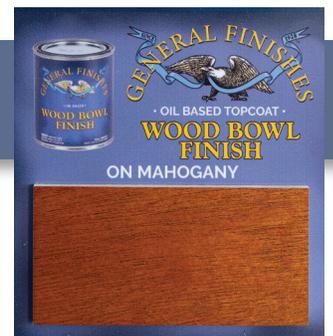


OIL BASED

WOOD BOWL FINISH

Wood Bowl Finish is a durable, ambering wipe-on oil/urethane topcoat for use on lathe-turned wood projects.

- Interior use
- Sheens: Gloss
- Sizes: Pint, Quart





ENDURO[®]

BY GENERAL FINISHES

General Finishes Enduro line of water-based coatings is formulated for professional, industrial, and OEM operations. Comprehensive videos for each product are available on YouTube, and comparison charts at GeneralFinishes.com.



Ready-to-Match (RTM) are dye/pigment combinations that can be intermixed to create an endless number of colors or to efficiently match any existing stain with ease.



2K Clear & 2K White Poly are tintable 2-component polyurethane topcoats that provide ultimate durability for any commercial application.



Clear, White & Black Polys are self-crosslinking urethane/acrylic topcoats equivalent to solvent-based conversion varnishes.



Pro Polyurethane Clear & White are self-crosslinking polyurethane/acrylic topcoats engineered for the competitive contractor market with fast build and 2-coat hide properties.



Pre-Cat Lacquer is a self-crosslinking acrylic topcoat that dries hard and fast for rapid stack times on production-line items at a cost-effective price.



Conversion Varnish is a durable self-crosslinking urethane/acrylic topcoat. Its thinner viscosity makes spray application easy when tinting or toning is not required.



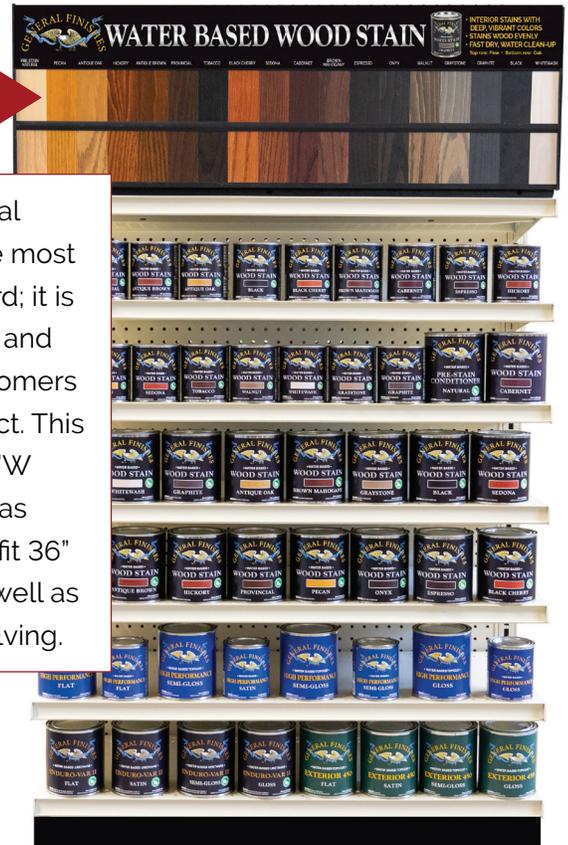
Sanding Sealer is a self-crosslinking acrylic clear coat that can be used as a standalone finish or cost-effective base coat for any General Finishes water-based topcoat.



White Undercoat is a high-build acrylic white primer that sands easily and provides excellent hide. Use on raw wood and MDF as a base coat for GF pigmented finishes.

RETAIL SUPPORT MATERIALS

All **General Finishes Point of Purchase** boards are produced in-house to ensure an accurate representation of the color and finish you can expect with our products.



The horizontal header is the most popular board; it is big, colorful, and attracts customers to the product. This display is 36"W x 12"H and was designed to fit 36" endcaps as well as 48" aisle shelving.

Vertical or aisle boards are for stores that prefer having attention-grabbing samples in the aisle. These two-sided displays are 6"W x by 36"H. They can be configured for your space needs.

How to Videos for every General Finishes product found on General Finishes YouTube channel

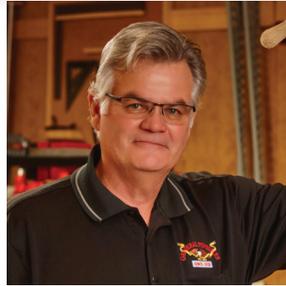
<p>Comparison of General Finishes Water Based Wood Stains 488 views • 3 months ago</p>	<p>Pro Image Water-Based Flooring Topcoat Product Overview General Finishes 763 views • 3 months ago</p>	<p>Satin Finishing Wax Product Overview General Finishes 958 views • 4 months ago</p>
<p>Butcher Block Oil Product Overview General Finishes 501 views • 4 months ago</p>	<p>Brush and Gun Cleaner Product Overview General Finishes 296 views • 4 months ago</p>	<p>Enduro-Var II Water-Based Topcoat Product Overview General Finishes 658 views • 4 months ago</p>

THE GANG FROM GF



ROB SZEWEDO

Rob was GF's first employee in 1979. He had his hands on every position in the company. In 1993 Rob moved from production to sales and proved to be much, much better in that capacity than anyone, including himself, ever expected.
rob@generalfinishes.com



TOM MONAHAN

Tom owned an antique restoration business and worked as a chemist in a water-based coatings company before joining GF in 1994. He began by developing and selling GF's water-based products. These days Tom stars in GF videos.
tom@generalfinishes.com



RYAN DENNY

Ryan joined GF in 2010 with a BA in chemistry and strong background in wood coatings. He develops all GF formulations (including the RTM Stain system) and continually updates GF's product lines to meet our mission as America's leader in water-based technology.
ryan@generalfinishes.com



JOHN ADAMS

John was part of the package when General Finishes bought Prelude in 1988 and has worked in GF sales ever since. John is now sales representative for California and his passion for GF is contagious. If you are from the west coast and have not met him, you will.
john@generalfinishes.com



SARA WIBLE

Sara joined GF in 2013, after closing her business of raising and breeding Dutch horses. When not road-tripping in her Porsche flat-six, you can find her relaxing, old-world red in hand, and planning her next adventure.
sara@generalfinishes.com



JORDAN SZEWCZYKOWSKI

Jordan came to GF in 2016 with experience in real estate sales and retail management. Raised in East Troy near the factory, he grew up learning how to build and repair things, instilling a love for woodworking and finishing.
jordan@generalfinishes.com



MIKE ARSENAULT

Mike came to GF in 2022 with a BA in Business Management. From a military family, he's lived in Germany and Hawaii. Mike's 16 years in the golf industry taught him customer service excellence. He proudly brings those skills and experience to serve GF customers.
mike@generalfinishes.com



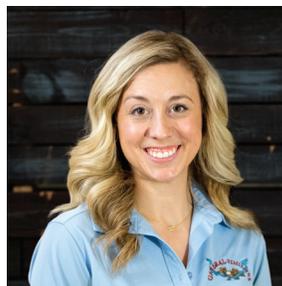
TIM NATHAN

Tim joined GF in 2014 to spearhead our entrance into the floor finish industry but eventually left to further his finishing experience with Basic Coatings. We never forgot Tim's charming personality, sales abilities and extensive knowledge of professional coatings, so in 2022 we lured him back to lead our Professional Coatings division.
tim@generalfinishes.com



BRETT MORRIS

Brett came to GF in 2022 after spending the previous 2 years as a Mortgage Loan Officer. Raised in Walworth, Wisconsin, he graduated from UW Oshkosh in 2019 with a BA in Finance and Information Systems. Engrained with a love of the outdoors and archery, he enjoys practicing with his bow and scouting the whitetail woods in his free time.
brett@generalfinishes.com



BECCA DANKERT

Becca came on board in 2017 after using GF products for years. Her BS in Interior Design & Architecture guided her pre-GF career involving commercial-space planning and antique restoration. Her background jives perfectly with her work in GF sales. She enjoys doing anything outdoors often with her three small children in tow.
rebecca@generalfinishes.com



KATIE ADAMS

Katie has been with the GF for 14 years. Her first years were spent in the Lab testing the PH level of our water-based products. More recently she has been in charge of testing the scratch resistance for our topcoats. Always she has been a loyal and loving member of the GF family.
katie@generalfinishes.com



Tomorrow's Wood Finishes Today



GENERAL FINISHES
East Troy, Wisconsin 53120

MADE IN THE USA

Find Us On:
GeneralFinishes.com



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