

PROFESSIONAL WATER-BASED 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 Szewdo 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 irrevocably 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 results.

Over the years, General Finishes has grown in square-footage and staff as we expand production and continue to innovate wood coatings. 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.

THE GANG FROM GF



ROB SZWEDO

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



KRISTEN GREENE

Kristen joins GF in 2022 after six years running her own interior design firm. She describes the wood element in the house (casings, base trim, etc) as the jewelry of a home, a clear indication that she and GF are a perfect fit. She drives a GMC Canyon, hunts wild game, shoots skeet, and gardens, but her greater interest is doing anything with her spunky seven-year-old daughter.

kristen@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

READY-TO-MATCH STAIN



RTM Chip Box in
Oak and Maple or Alder and Maple

Ready-to-Match (RTM) Stains are made with dye/pigment combinations. They come in 12 stock colors and a clear base that can be intermixed to create an endless number of colors. The RTM system allows professionals to efficiently match any existing stain with ease.

The RTM Stain System is available with:

- **Sample Chip Box** containing more than 100 double-sided color chips—including stock colors and custom-formula colors—in your choice of oak/maple or alder/maple.
- **Digital Formula Book** with color formulas and the ability to store individual customer formulas.
- **Easy-to-Use Pour Lids** to ensure accurate measurements.

READY-TO-MATCH STAIN



“One thing for sure is color matches that might have taken hours or days are getting done in 30 minutes, sometimes less, and the colors look just as good as any oil we’ve used in the past.”

Matt Maguire, Viking Lumber

“As a first-time user, the RTM system exceeded all expectations. I found an exact color match within 2 minutes and application was phenomenal.”

Rob Stocker, Associate, Northville Paint

SPECIFICATIONS

Type:	Water-based pigment/dye blended wood stain
Interior/Exterior:	Interior only
Colors:	12 stock stain colors and a clear
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, roll, spray
Solids by Weight & Volume:	Weight: 30%; Volume: 11-18%
VOC:	<220 g/L
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70° F, 50% Humidity)	1-2 hours Increase with GF Extender; Decrease with GF Accelerator
Intermixable:	GF Dye Stain: Yes; GF Water Based Wood Stain: Yes, at point of use only
Sizes:	Quart, Gallon, 5-Gallon, 55-Gallon Drum



WATER BASED WOOD STAIN



Water Based Wood Stains are the most advanced interior stains on the market and provide uniform coverage with brilliant color. Made with renewable resources, such as vegetable oils and plant proteins, these stains move General Finishes into the next generation of earth-friendly coatings. In addition to easy application on raw wood, they may be used to re-stain existing finishes, such as old cabinets or furniture, without stripping or sanding down to bare wood.

“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

SPECIFICATIONS

Type:	Water-based pigmented wood stain
Interior/Exterior:	Interior only
Colors:	17 plus Pre-Stain Natural Base
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, roll, spray
Solids by Weight & Volume:	Weight: 30%; Volume: 12-22%
VOC:	<185 g/L
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	2 hours Increase with GF Extender; Decrease with GF Accelerator
Intermixable:	Yes, at point of use only
Sizes:	Pint, Quart, Gallon, 55-Gallon Drum

WATER BASED DYE STAIN



Dye Stains add unusual color clarity and depth that magnify the grain of raw wood more than any other stain. They may be mixed with General Finishes RTM Stains to adjust color or with General Finishes water-based topcoats to create toners. Dye Stains can also be layered under other General Finishes stains to enhance their color.

“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, OWL Hardwood

SPECIFICATIONS

Type:	Water-based translucent dye wood stain
Interior/Exterior:	Interior only
Colors:	14
Use:	Furniture, millwork, cabinetry, highly figured wood
Application Method:	Brush, roll, spray
Solids by Weight & Volume:	Weight: 30%; Volume: 9%
VOC:	<240 g/L
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	2-3 hours Increase with GF Extender Decrease with GF Accelerator
Intermixable:	GF RTM Stain: Yes; GF Water Based Wood Stain: Yes, at point of use only
Sizes:	Pint, Quart, Gallon, 5 Gallon, 55-Gallon Drum





CLEAR POLY



Clear Poly is General Finishes's most durable 1K topcoat. This professional favorite is the preferred choice of cabinetmakers who want fast build and dry times, better application performance, and superior feel. It's also popular for use on furniture and millwork.

“I look to GF products first – they are second to none with rich, even colors and crystal clear durable topcoats – my go to is Clear Poly. From products to service, I can't recommend General Finishes enough.”
Pete Dettore, Furniture by Pete

SPECIFICATIONS

Type:	Water-based clear topcoat
Formula:	Self-cross-linking acrylic/urethane blend
Interior/Exterior:	Interior only
Sheens:	Flat (10), Satin (30), Semi-Gloss (55), Gloss (80+)
Coats:	2-3
Use:	Furniture, millwork, cabinetry
Application Method:	Spray
Solids by Weight & Volume:	Weight: 28-33%; Volume: 26-30%
Tintable:	ColourFal zero-VOC tints
VOC:	<230 g/L
Primer/Sealer:	Primer: GF Sanding Sealer/Self-sealing
Meets or Exceeds KCMA Standards:	Yes
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours. Increase with GF Extender Decrease with GF Accelerator
Sizes:	Quart (Satin only), Gallon, 5-Gallon, 55-Gallon Drum

WHITE & BLACK POLY



White and Black Poly are acrylic/urethane pigmented topcoats that exceed the durability of solvent lacquers and are on par with most solvent-based 2K conversion varnishes for a cabinet-quality finish. They excel over wood or MDF and may be used in occupied homes, where solvent lacquer fumes are undesirable. Custom factory tinting is available to wholesale customers.

“Having White Poly for various projects like table bases and cabinetry is a huge asset and time saver. It also delivers a very tough and durable white final coat for these surfaces in multiple sheens. Saving time and money for me is always a win with a great product like White Poly. It looks perfect when sprayed!”

Bill Byrne, William Patrick Customs



SPECIFICATIONS

Type:	Water-based pigmented topcoat
Formula:	Self-cross-linking acrylic/urethane blend
Interior/Exterior:	Interior only
Sheens:	Flat (10) <i>White only</i> , Satin (30), Semi-Gloss (55)
Coats:	2-3
Use:	Furniture, millwork, cabinetry
Application Method:	Spray
Solids by Weight & Volume:	White Poly Weight: 44-45%, Volume: 32-33% Black Poly Weight: 30-31%, Volume: 28%
Tintable:	ColourFal zero-VOC tints
VOC:	<220 g/L
Primer/Sealer:	GF White Undercoat or GF Stain Blocker/Self-sealing
Meets or Exceeds KCMA Standards:	Yes
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours Increase with GF Extender; Decrease with GF Accelerator
Sizes:	Quarts (Satin only), Gallon, 5-Gallon, 55-Gallon Drum



PRE-CAT LACQUER



Pre-Cat Lacquer is a 1K acrylic topcoat that dries hard and fast for rapid stack times on production-line items, such as cabinets, trim and millwork. It has exceptional clarity, and water and chemical resistance at a cost-effective price.

“General Finishes water-based Pre-Cat Lacquer is a game changer. You can't find this quality for the price anywhere else.”

Michael Race, Owner, All Paint Products

SPECIFICATIONS

Type:	Water-based clear topcoat
Formula:	Self-cross-linking acrylic
Interior/Exterior:	Interior only
Sheens:	Flat (10), Satin (30), Semi-Gloss (55), Gloss (80+)
Coats:	2-3
Use:	Furniture, millwork, cabinetry
Application Method:	Spray
Solids by Weight & Volume:	Weight: 24-26%; Volume: 23-24%
Tintable:	No (Toning: Yes, GF RTM Stain & GF Dye Stain)
VOC:	<271 g/L
Primer/Sealer:	Primer: GF Sanding Sealer/Self-sealing
Meets or Exceeds KCMA Standards:	Yes
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hour Increase with GF Extender; Decrease with GF Accelerator
Sizes:	Gallon, 5-Gallon, 55-Gallon Drum

CONVERSION VARNISH

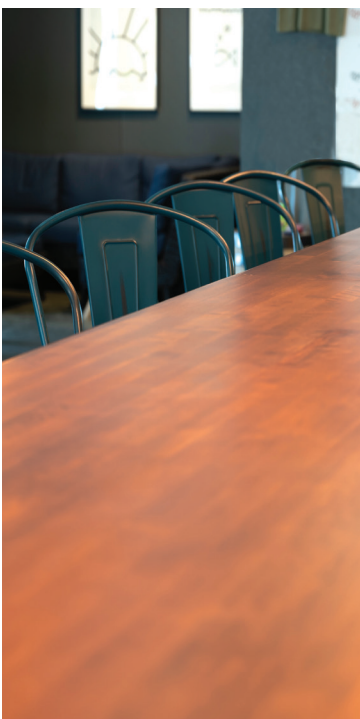


The Hive Taproom • East Troy, Wisconsin

Conversion Varnish is a clear 2K topcoat for the most demanding, high-use commercial and residential applications. Suitable for interior and exterior projects, this is the most durable topcoat in the entire General Finishes product line and significantly outperforms solvent-based conversion varnishes.

“ At Bull Valley Hardwood, we design and build custom furniture, counter tops, bar tops and cabinets for both residential and commercial clients. We have grown to really appreciate General Finishes water-borne Conversion Varnish. It's an exceptionally easy-to-work-with product that lays down and levels beautifully with an amazing durability!”

Dan Deserto, Bull Valley Hardwood



SPECIFICATIONS

Type:	Water-based two-component clear topcoat
Formula:	Self-cross-linking acrylic/urethane blend
Interior/Exterior:	Interior or exterior
Sheens:	Flat (10), Satin (30), Semi-Gloss (55), Gloss (80+)
Coats:	2-3
Use:	Furniture, millwork, cabinetry
Application Method:	Spray
Solids by Weight & Volume:	Weight: 28-29%; Volume: 26-27%
Tintable:	No (Toning: No)
VOC:	<200 g/L
Primer/Sealer:	Primer: GF Sanding Sealer/Self-sealing
Meets or Exceeds KCMA Standards:	Yes
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours. Increase with GF Extender Decrease with GF Accelerator
Sizes:	Gallon, 5-Gallon, 55-Gallon Drum



HIGH PERFORMANCE



High Performance is an all-purpose finish for residential interior wood projects. With excellent all-around durability, it is designed for the DIY user or contractor who wants a professional-grade finish that can be brushed, rolled, or sprayed.

“High Performance keeps GF’s promise of very high quality. We love the application and the durability.”
Harry Adler, Co-owner, Adlers

SPECIFICATIONS

Type:	Water-based clear topcoat
Formula:	Acrylic/urethane blend
Interior/Exterior:	Interior only
Sheens:	Flat (10), Satin (30), Semi-Gloss (55), Gloss (85+)
Coats:	2-3
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, roll, spray
Solids by Weight & Volume:	Weight: 25%; Volume: 25%
Tintable:	Yes - no database available
VOC:	<173 g/l
Primer/Sealer:	Primer: GF Sanding Sealer/Self-sealing
Meets or Exceeds KCM Standards:	Yes
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours Increase with GF Extender; Decrease with GF Accelerator
Sizes:	Pint, Quart, Gallon, 5-Gallon, 55-Gallon Drum

ENDURO-VAR II



Enduro-Var II 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. It may be brushed or sprayed.

“Early in the history of New Breed Furniture, we were selected by the design firm Genster to have a number of our tables spec'd for the Google headquarters in Chicago. On that spec sheet they specifically called out for us to use Enduro-Var Topcoat from General Finishes. It has been from that time on, ten years, that we have used General Finishes exclusively, moving away from solvent-based finishes, and saving millions of brain cells in the process. We especially love the way the finish shows off the beauty of the wood while offering the most durability.”

J. Lindsay, New Breed Furniture

SPECIFICATIONS

Type:	Water-based ambering topcoat
Formula:	Self-cross-linking urethane
Interior/Exterior:	Interior only
Sheens:	Flat (10), Satin (30), Semi-Gloss (55), Gloss (80+)
Coats:	2-3
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, spray
Solids by Weight & Volume:	Weight: 29-30%; Volume: 27-29%
Tintable:	No (Toning: Yes, with GF Dye Stain)
VOC:	<250 g/L
Primer/Sealer:	GF Sanding Sealer/Self-sealing
Meets or Exceeds KCMA Standards:	Yes
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours Increase with GF Extender; Decrease with GF Accelerator
Sizes:	Quart, Gallon, 5-Gallon, 55-Gallon Drum



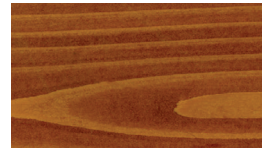
EXTERIOR 450 STAIN



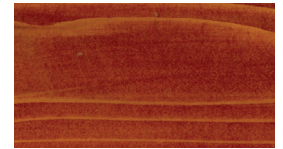
Pre-Stain Natural Base



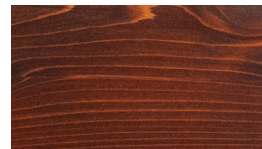
Butternut



Chestnut



Cedar



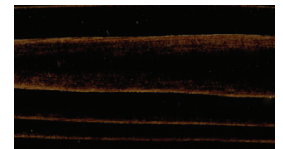
Mesquite



Red Mahogany



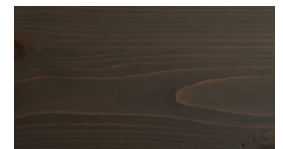
Coffee Bean



Black Walnut



Aged Gray



Stormy Gray

Exterior 450 Stains are made with renewable resources, such as vegetable oils and plant proteins—technology for the next generation of earth-friendly coatings—as well as UV absorbers and mildewcides. These stains may be used on furniture and vertical outdoor surfaces, such as window frames and doors. They perform well over new or existing wood finishes, fiberglass, and composites. Not intended for decks.

SPECIFICATIONS

Type:	Water-based pigmented wood stain
Interior/Exterior:	Exterior only
Colors:	9 plus Pre-Stain Natural Base
Use:	Doors (including fiberglass), furniture, architectural woodwork
Application Method:	Brush, roll, spray
Solids by Weight & Volume:	Weight: 30%; Volume: 14%
VOC:	<185 g/L
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours Increase with GF Extender; Decrease with GF Accelerator
Intermixable:	Yes, at point of use only
Sizes:	Pint, Quart, Gallon, 55-Gallon Drum

EXTERIOR 450 TOPCOAT



Exterior 450 Topcoat provides a flexible film that moves as temperatures change. UV absorbers protect the finish from breaking down, and mildewcides slow mold and mildew growth. Use on furniture and vertical new or existing wood finishes, fiberglass, and composites. Not intended for decks.

“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.”

Katie Menhart, Owner, Nova Design and Build

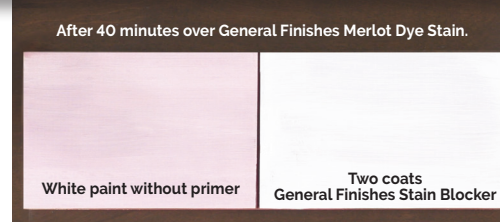
SPECIFICATIONS

Type:	Water-based clear topcoat
Formula:	Self-cross-linking acrylic/urethane blend
Interior/Exterior:	Exterior only
Sheens:	Flat (10), Satin (30), Semi-Gloss (55), Gloss (80+)
Coats:	2-3
Use:	Doors (Including fiberglass), furniture, architecturalwoodwork, no decks
Application Method:	Brush, roll, spray
Solids by Weight & Volume:	Weight: 30-32%; Volume: 29-31%
Tintable:	ColourFal zero-VOC tints (Toning Yes, with GF Exterior 450 Stain)
VOC:	<123 g/L
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours Increase with GF Extender; Decrease with GF Accelerator.
Sizes:	Quart, Gallon, 5-Gallon, 55-Gallon Drum



STAIN BLOCKER

Stain Blocker is a white primer that protects against tannins and stain bleed-through. Use as a base coat when maximum protection is required over MDF, raw wood with high tannins, and existing finishes that will be painted white or light colors.



SPECIFICATIONS

Type:	Water-based blocking primer
Formula:	Epoxy acrylic
Interior/Exterior:	Interior only
Coats:	1-2
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, roll, spray
Solids by Weight & Volume:	Weight: 35%; Volume: 43.5%
Tintable:	No
VOC:	33 g/L
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours. Increase with GF Extender; Decrease with GF Accelerator
Sizes:	Quart, Gallon, 55-Gallon Drum

What's the difference between Enduro Stain Blocker and Enduro White Undercoat?

GF Stain Blocker is a chemical barrier that blocks tannin bleed-through on raw wood and protects against discoloration when painting over reds or dark colors. GF White Undercoat provides a physical barrier with high-solids content for fast build on new wood construction, plywood, and MDF.



WHITE UNDERCOAT

White Undercoat is a high-build white primer that sands easily and provides excellent hide. It may be used on raw wood and MDF as a base coat for General Finishes pigmented finishes.

SPECIFICATIONS

Type:	Water-based primer
Formula:	Acrylic
Interior/Exterior:	Interior only
Coats:	1-2
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, roll, spray
Solids by Weight & Volume:	Weight: 44-45%; Volume: 32-33%
Tintable:	ColourFal zero-VOC tints
VOC:	100 g/L
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours. Increase with GF Extender; Decrease with GF Accelerator
Sizes:	Gallon, 5-Gallon, 55-Gallon Drum

BRUSHABLE WHITE ENAMEL

Brushable White Enamel is a self-sealing, durable, pigmented white topcoat that can be used in conjunction with either General Finishes White Undercoat or Stain Blocker. For a smooth, bright-white finish, brush or spray over raw wood and existing finishes.



SPECIFICATIONS

Type:	Water-based white pigmented topcoat
Formula:	Self-cross-linking acrylic/urethane blend
Interior/Exterior:	Interior only
Sheens:	Flat (10), Satin (30), Semi-Gloss (55)
Coats:	2-3
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, roll, spray
Solids by Weight & Volume:	Weight: 25%; Volume: 32%
Tintable:	ColourFal zero-VOC tints
VOC:	<125 g/L
Primer/Sealer:	Primer: GF White Undercoat or GF Stain Blocker/Self-sealing
Meets or Exceeds KCMA Standards:	Yes
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours. Increase with GF Extender Decrease with GF Accelerator
Sizes:	Quart, Gallon, 55-Gallon Drum

SANDING SEALER

Sanding Sealer is a fast-drying, easy-to-sand clear coat with high build and exceptional clarity. It provides outstanding adhesion, water resistance and film hardness over raw wood or existing finishes. Sanding Sealer may be used as a base coat for any General Finishes water-based topcoat.



SPECIFICATIONS

Type:	Water-based clear sealer
Formula:	Self-cross-linking acrylic
Interior/Exterior:	Interior only
Sheens:	Gloss (80+)
Coats:	1-2
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, spray
Solids by Weight & Volume:	Weight: 30%; Volume: 28%
Tintable:	ColourFal zero-VOC tints (Toning: Yes, GF RTM Stain & GF Dye Stain)
VOC:	122 g/L
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours. Increase with GF Extender; Decrease with GF Accelerator
Sizes:	Quart, Gallon, 5-Gallon, 55-Gallon Drum



PRO IMAGE FLOOR TOPCOAT

Pro Image is a 1K acrylic/urethane 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.

“All our wood floors are finished with GF’s flooring topcoat. We could walk in with our socks on the first day and sleep at home that night with no fumes or solvent smell. Five years later the finish is still holding up to our 3 dogs.”

Chris Adams, Homeowner



SPECIFICATIONS

Type:	Water-based clear flooring topcoat
Formula:	Self-cross-linking acrylic/urethane blend
Interior/Exterior:	Interior only
Sheens:	Satin (30), Semi-Gloss (55)
Coats:	3-4
Use:	Wood floors
Application Method:	T-bar, roller, pad applicator
Solids by Weight & Volume:	Weight: 33-34%; Volume: 30%
Tintable:	No
VOC:	<224 g/L
Primer/Sealer:	Self-sealing
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Dry Times: (70°, 50% Humidity)	1-2 hours. Increase with GF Extender Decrease with GF Accelerator
Sizes:	Gallon

ADDITIVES AND CLEANERS



Accelerator is an additive used to shorten the dry time of water-based finishes.

Sizes: 16 oz, Gallon



Extender is an additive used in water-based finishes to lengthen dry times and improve flow and leveling.

Sizes: 4 oz, 16 oz, Gallon



Brush & Gun Cleaner is designed to clean spray equipment after using GF water-based stains, primers, paints, glazes and topcoats.

Sizes: Gallon, 5-Gallon

CONSISTENT QUALITY. GREAT RESULTS. EVERY TIME.



America's leading manufacturer of innovative water based finishes.

General Finishes is committed to making your life better with superior products that are safe, reliable and easy to use; outstanding customer service; and a comprehensive, up-to-date knowledge-base.

- **Experts in water-based wood coatings technology.** General Finishes has been around since 1928, with a focus on water finishes for the last 30 years.
- **Superior products you can trust, made with the finest ingredients.** Make your customers happy with less product failures and callbacks.
- **Durable water-based finishes** with fast dry times that are easy to use and perform the same or better than solvent-based finishes.
- **Safer and healthier to use than solvents.** Our water-based finishes are VOC-compliant in all states and non-flammable.
- **Fumes and odors so low** you can finish on-site.
- **Fast, easy clean-up** with soap and water.
- **Personalized service** from GF reps who know finishing and work where the products are made.
- **Pro advice** on how to make the switch from solvent to water.
- **Products shipped to you fast!** Our Quick Ship program processes most orders the same day or next day.
- **Comprehensive product information.** Helpful videos that explain each product, as well as comparison, how-to and live videos, and informative, instructional product pages and FAQs.

“We have been a customer of General Finishes for over 6 years and love their products, service, and durability. Water-base products help keep our people healthy and our customers safe also.”

Jim Dorff, President, 365 Renovations



Tomorrows Wood Finishes Today



Create an Account

Professional Account Registration:

<https://generalfinishes.com/register/professional-account>

GENERAL FINISHES
East Troy, Wisconsin 53120
[generalfinishes.com](https://www.generalfinishes.com)

GF-PROFESSIONAL-BROCHURE-2022-07