

NEW  
PRODUCTS  
FOR 2017

SINCE 1928

# GENERAL FINISHES

# ENDURO



PROFESSIONAL WATER BASED PRODUCTS





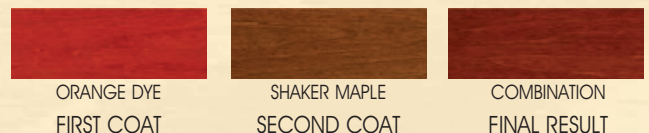
## WATER BASED WOOD STAINS



- Wiping formula suitable for brushing or spraying.
- Proprietary blend of specialty pigments for depth of color and clarity
- Interior use only
- VOC <150 g/l (1.25 lbs/gal)



USE DYE STAINS UNDERNEATH WOOD STAINS  
FOR INTENSE COLOR COMBINATIONS

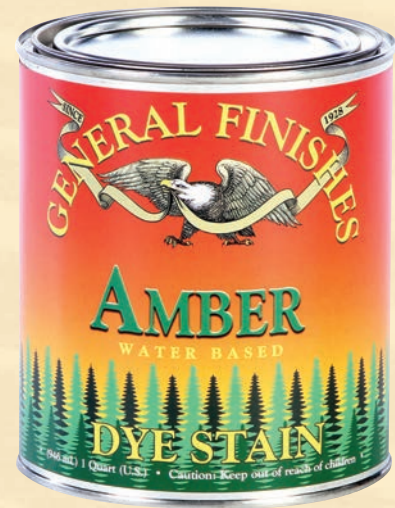


PROFESSIONAL WATER BASED PRODUCTS

# GENERAL FINISHES ENDURO



## WATER BASED DYE STAINS



- Brush or Spray application
- Excellent transparency, clarity and color stability
- Use to match colors or as stand alone colors
- Mix with water based wood stains for custom colors
- For deeper tones, use as an undercoat with water based wood stain
- VOC <240 g/l (2.02 lbs/gal)



### USE DYE STAINS AS TONERS

MIX 1-PART VINTAGE CHERRY  
3-PARTS WATER BASE TOPCOAT

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## READY TO MATCH WATER BASED RTM STAINS



- Brush or Spray application
- Can be used as a "Spray No Wipe" or hand apply and wipe off excess
- Proprietary blend of pigments and metal complex dyes for depth and clarity.
- 10 Bases can be used as stand alone colors, or intermixed to create over 140 custom colors
- Use Tint Base Clear to reduce RTM Stains
- VOC <240 g/l (2.02 lbs/gal)



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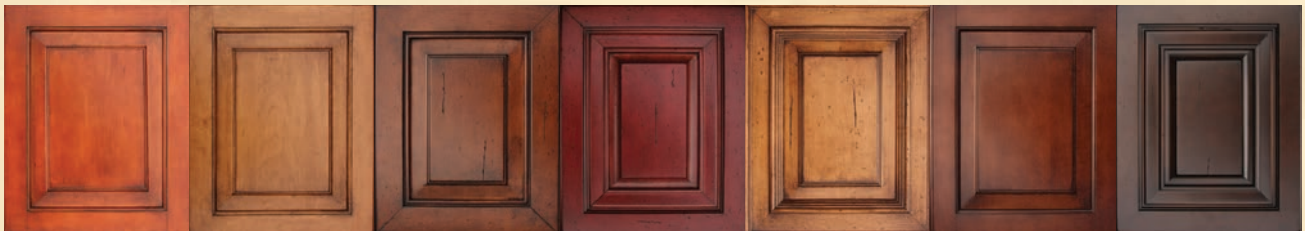


## WHAT IS THE RTM STAIN SYSTEM?

General Finishes RTM (Ready To Match) stain system is a water based color matching system designed to give you the flexibility to turn ten base concentrates into an endless color pallet of rich wood tones using simple prescribed formulas.

The system comes with:

- Professional display with 4"x 5" chips samples on maple and oak
- Formula book to quickly and accurately make over 90 colors
- Ten base wood tone colors and a clear base
- Excel formula calculator



Benefits:

- Save time by getting the color you want the first time—no labor intensive experimenting necessary
- RTM will deliver your customers fast and accurate custom colors....right now!
- Save money by reducing your stain inventory— you only need eleven RTM SKU's
- Add RTM concentrates to General Finishes topcoats for toning and shading
- Plus all the cleanup and safety advantages of General Finishes great water base products



Expandable mixing stations available or use mixing lids on their own.

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## WATER BASED TOPCOATS

General Finishes has a complete line of clear topcoats to match your performance requirements.

- Available in gallons, 5 gallon pails, and 55 gal drums
- Dry time: 10-20 minutes tack free, 30 minutes to 2 hours recoat
- No thinning necessary
- Sheens: Flat (10), Satin (35), Semi-gloss (50), and Gloss (90)
- USGBC LEED EQ 4.2
- Low VOC
- Non Flammable
- Water clean up
- No odor



### 2K Conversion Varnish

**NEW FORMULA**

- Best finish in our system. Suitable for any tough job.
- Post catalyzed, high solids for ultimate performance
- Interior and exterior rated
- Requires NCO catalyst
- Passes KCMA standards
- VOC <200 g/l (1.75 lbs./gal)



### Clear Poly

- Water white - Perfect over white painted finishes
- High performance, self crosslinking, urethane
- Suitable for table tops and kitchen cabinets
- High solids content
- Passes KCMA standards
- VOC <215 g/l (1.8 lbs./gal)



### Pre-Cat Lacquer

**NEW PRODUCT**

- Uses new small/smooth particle manufacturing technology
- Effective non-yellowing resistance
- Great durability
- Outstanding stacking/blocking properties
- VOC <250 g/l (2.1 lbs/gal)

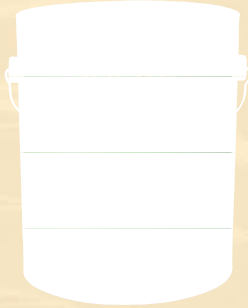
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## Enduro-Var

- Rich warm Amber tone, perfect for Cherry, Walnut, Mahogany
- Feels and looks like an oil base varnish,
- Excellent chemical and abrasion resistance
- Use for millwork, floors and kitchen cabinets
- Passes KCMA standards
- VOC <250 g/l (2.1 lbs./gal)



## UV Cure

**NEW PRODUCT**

- Cures instantly with UV equipment
- Highest chemical resistant
- Perfect for restaurant table tops and bar tops
- Interior use only
- VOC <165 g/l (1.38 lbs/gal)



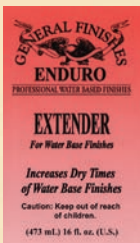
## Sanding Sealer

**NEW FORMULA**

- High solids content
- Use with all General Finishes topcoats
- Fast film build, easily sandable, and fast drying
- VOC <226 g/l (1.89 lbs/gal)

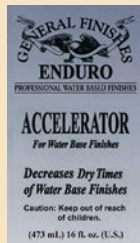
## ADDITIVES

- Available in pints, gallons, 5 gallon pails
- Use with all water base products



## Extender

- Blended additive to increase open time, or stain dilution
- May be used with all Enduro water-based products



## Accelerator

An effective additive designed to decrease dry times in water base stains, paints, and finishes.



## Brush & Gun Cleaner

An effective cleaner designed to remove water base paints, stains and topcoats that build up on spray equipment and brushes.

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# GENERAL FINISHES ENDURO



## WATER BASED PIGMENTED POLY & UNDERCOATS

**NEW FORMULA**



ENDURO BLACK

ENDURO WHITE

### WHITE & BLACK POLY

- 30% Solids Acrylic/Urethane Blend
- Self Crosslinking Technology
- Tintable for custom colors
- Provides a hard, durable finish to cabinets and millwork
- Excellent chemical and water resistance
- Passes KCMA standards
- VOC <255 g/l (2.13 lbs/gal)

### STAIN BLOCKER



- Expensive, but highly effective over existing finishes or raw wood
- Blocks bleed through of stains and tannins
- Non-tintable
- VOC <33 g/l (.27 lbs/gal)

### CUSTOM COLOR MATCHING



- Tint Bases: White Poly, Clear Poly and Milk Paint
- All popular commercial fan decks (Sherwin Williams, Ben Moore, etc.)
- We match any custom color
- Quick turn around

### WHITE UNDERCOAT



- High solids primer for pigmented polys
- Tintable for custom color
- Perfect primer for MDF
- VOC <222 g/l (1.86 lbs/gal)

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## MILK PAINT

- Satin
- 100% acrylic based paints
- 26 popular stock colors
- Tintable
- Brush or spray
- Interior and exterior rated
- VOC <100 g/l (.84 lbs/gal)

## WATER BASED MILK PAINT

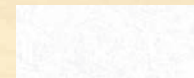


## GLAZE EFFECTS

- Translucent colors used to create beautiful decorative finishes
- VOC <250 g/l (2.92 lbs/gal)



RED SIENNA



WINTER WHITE



PITCH BLACK



BURNT UMBER



YELLOW OCHRE



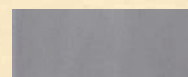
VAN DYKE BROWN

Snow White	Antique White	Somerset Gold	Persian Blue
Buttermilk Yellow	Sunglow	Emerald	Klein Blue
Basil	Lime Green	Royal Purple	Coral Crush
Halcyon Blue	Patina Green	Brick Red	Tuscan Red
Coastal Blue	Holiday Red	Queenstown Gray	Lamp Black
Persimmon	Driftwood	Millstone	
Seagull Gray	Linen	Dark Chocolate	

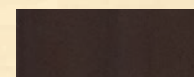


## PEARL EFFECTS

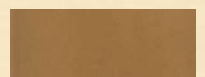
- Metallic Pearlescent colors used to create beautiful decorative finishes.
- VOC <120 g/l (1.45 lbs/gal)



ARGENTINE



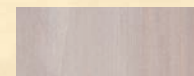
BRONZE



BURNISHED



COPPER



CHAMPAGNE



TAWNY

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- Exterior stains are available in 8 beautiful colors, and a natural base for custom tinting
- Suitable for fences, patio furniture, garage doors, entrance doors, outdoor kitchens and interior windows.
- Use on wood, fiberglass, PVC and other composite materials.



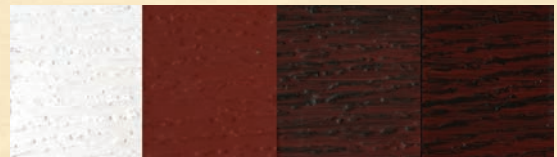
## EXTERIOR 450 WATER BASED STAIN



- Semi transparent exterior/interior stain
- Paint 2 coats for solid color
- Clear coat with Exterior 450
- VOC <85 g/l (.70 lbs/gal)

General Finishes Milk Paint, 450 exterior stains, and Exterior 450 clear topcoats can be combined to achieve a wood grain effect on composite material and fiberglass doors and trim

Raw Fiberglass	Brick Red Milk Paint	Black Walnut Exterior 450 Stain	Exterior 450 Satin Topcoat
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## PROFESSIONAL WATER BASED PRODUCTS





## EXTERIOR 450 WATER BASED OUTDOOR FINISH



- Clear acrylic water base finish
- Designed for brush or spray applications
- Provides outdoor projects with a tough, protective finish that will withstand the rigors of sun, rain, and wind
- Fortified with UV absorbers and mildewcides to minimize fading and extend the performance.
- Use on interior or exterior projects
- Use on wood, fiberglass, PVC and other composite materials.



### Exterior 450 Products

- Clear Topcoat
- Exterior Stains
- VOC <125 g/l (1.06 lbs/gal) excluding water
- Sheens: Satin, Semi-Gloss, Gloss & Flat

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# HISTORY OF THE COMPANY

For the last twenty years General Finishes has been a recognized pioneer in the development of water base stains and finishes. Our topcoats have won several national competitions judged by Woodworking Magazine against numerous major manufacturers. Although by size not in the category of a major manufacturer, we are an aggressive supplier of water based technology to cabinet shops and manufacturers. We have the deepest lineup of water based products in our industry: pigmented stains, dye stains, pigmented polys, glazes, exterior coatings, acrylics, polyurethanes, pre-cat urethanes, sanding sealer, custom matching ability, and RTM our Ready To Match water base stain system. Let us show you what we can do for you.



Rob (our longest serving employee) joined General Finishes in 1979 at an age that required him to ride his bike to work before he got a drivers license. He was the only employee at the time, and he claims to have been in charge of everything including product development, accounting, and bank relations. We do know as factual that Rob subsequently performed every menial job possible at General Finishes before taking on meaningful work. In 1993 Rob moved from production to sales and proved to be much, much better in that capacity than anyone, including himself, ever expected. Currently Rob handles sales in the Western US and Canada. Rob also started working in research for oil products and culminated his R&D career by engineering General Finishes oil gel line in 2002.



Debbie Jaeck was born on a lily pad on legendary Phantom Lake...Debbie is Uhura to George's Captain Kirk. As the office manager of General Finishes her responsibilities include customer service, begging customers to pay their invoices and making sure the lights are turned out as the last one out the door. Debbie is married to Jeff Jaeck, our long time plant manager. After hours you can find Debbie & Jeff somewhere on Phantom Lake with a cold one and fishing pole in her hand.



We picked up Bill Strey March, 2016 from a Kenosha carwash, Bubbles. He's lived in the southeastern part of Wisconsin for as long as he can remember and calls himself a native Wisconsinite. He is youngest of four children, and at an early age was taught a wide variety of hands-on skills (including finishing), a love for the outdoors, a blue-collar work ethic, and how to survive three older sisters. He is a fan of all sports and competition, but has lived and breathed golf since he was 5 years old. Many years of working in the restaurant industry taught Bill a high level of customer service, something that he takes pride in. Bill's sales responsibilities include the upper Midwest and Northwest.



Tom Monahan was born and raised on a farm in Wisconsin where all boys learn to develop a bulldog personality and an ability to fix anything, both traits having served him well ever since. At age nine Tom learned the art of paint making from the famed Norwegian house painter Ole Peterson. Later he owned an antique restoration business and then worked as a hands-on chemist in a water based coatings company. Tom joined General Finishes in 1994 and immediately set to work developing our water based ability including our stain and our milk paint lines. His sales responsibilities are the Southeast U.S. and U.K.



Ryan Denny has a BA in chemistry from The University of Wisconsin Milwaukee and, although still a youngster, has an extensive background in wood coatings. He has developed numerous new General Finishes formulations (including the RTM system) and has updated many of our older products. He comes from the great north woods of Wisconsin, a hockey mecca, and to this day he still sees himself as the reincarnation of Bobby Orr. His hockey travels has taken him to many exotic places such as Duluth and Escanaba. His duties at General Finishes include overseeing our development laboratory, raw material production, and overall quality control. His sales responsibilities include Wisconsin.



Matt Basford joined the GF sales team in March, 2016. He has plenty of experience with the GF lines having previously sold them for 8 years at a Chicago hardwood lumber yard. Born in England, Matt moved across the pond just after his 15th birthday. No, he doesn't know the Queen or Prince William...we've asked! Now at 31 years old, he's traded in fish and chips for deep dish pizza, and with no accent remaining the only things that give him away are his love for Manchester United and tea. Matt's sales responsibilities are in the northeast.



Douglas Doyle has been General Finishes' mascot for twenty years appearing on many of our promotional pieces and now on our Enduro labels. He insisted on organic food and a healthy living environment, and he always got his way. Recently Doug headed to heaven, but his "go green" mantra lives on with the General Finishes product line. We'll miss you, you wonderful rascal.

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**THE INDUSTRY LEADER IN WATER BASED TECHNOLOGY**