

• FINE WOOD FINISHES •

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## RETAIL PRODUCT OVERVIEW

[www.generalfinishes.com](http://www.generalfinishes.com)

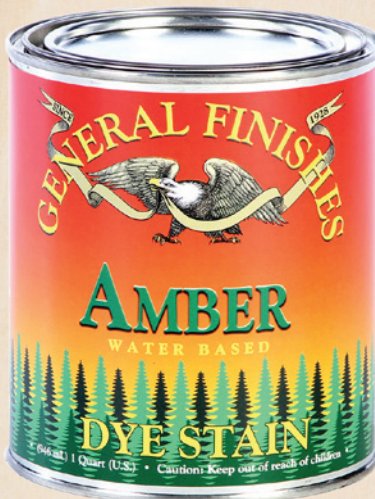


# WATER BASED STAINS

- VOC Compliant throughout USA •



Water Based Wood Stains have a thick formula that allows for controlled penetration and easy spreading, blending and repair.



Penetrating Dye Stains are designed to enhance the natural beauty of figured woods.



# WATER BASED TOPCOATS

• VOC Compliant throughout USA •



High Performance is a durable urethane topcoat for use over painted, stained or raw wood surfaces.

Color: Clear

Sheen: Flat, Satin, Semi-Gloss, Gloss



Flat Out Flat is a self cross-linking acrylic topcoat that provides a natural-looking sealed surface with durability superior to wax.

Color: Clear

Sheen: Flat (50% flatter than our other flat water based topcoats)



Enduro-Var is a self cross-linking polyurethane topcoat with a look and feel similar to traditional oil based finishes.

Color: Amber

Sheen: Flat, Satin, Semi-Gloss, Gloss



# WATER BASED PAINTS

- VOC Compliant throughout USA •



Milk Paint is a premium acrylic paint suitable for interior and exterior applications.



Chalk Style Paint is an interior matte paint that produces a soft, chalk-like finish.



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



# DECORATIVE EFFECTS

• VOC Compliant throughout USA •



Glaze Effects are translucent colors designed to add dimension and contrast to finishes.



Pearl Effects are acrylic pearlescent paints used to create sheer metallic highlights or opaque faux metal finishes.



# WATER BASED EXTERIORS

- VOC Compliant throughout USA •



Exterior 450 topcoat is a durable, water-resistant coating fortified with UV absorbers and mildewcide to protect the finish and retard mold. Not recommended for use on decks.

Color: Clear

Sheen: Flat, Satin, Semi-Gloss, Gloss



Exterior 450 Stains are premium pigmented stains fortified with UV absorbers to stabilize the finish, and mildewcide to slow mildew and mold. Not recommended for use on decks.



# OIL BASED STAINS



Gel Stains are thick, richly pigmented, and reduce blotching on hard-to-stain-woods.



Oil Based Wood Stains are traditional liquid wipe-on stains.



Seal-A-Cell Clear is a penetrating wipe-on wood sealer.  
Color: Amber



# OIL BASED TOPCOATS



Arm-R-Seal is a durable, easy-to-use topcoat made with the highest-quality urethane resin.

Color: Amber

Sheen: Satin, Semi-Gloss, Gloss



Gel Topcoat is a thick, oil and urethane topcoat ideal for projects with contoured or vertical surfaces where thinner products may drip or run.

Color: Amber

Sheen: Satin



Salad Bowl Finish is an oil and urethane topcoat safe to use on surfaces that come in contact with food.

Color: Amber

Sheen: Gloss



# ADDITIVES • OILS • POLISHES



Extender is designed to increase open time of water based finishes.

Accelerator is designed to reduce dry time of water based finishes.



Butcher Block Oil is designed to protect unfinished wood surfaces that come in contact with food.



Orange Oil is a natural furniture polish used to remove everyday dirt and dust.

Furniture Cleaner has a mineral spirits base and is designed for deep cleaning.



Satin Wax can be used as a polish for new finishes or as a scratch-remover for worn surfaces over oil or water based products.



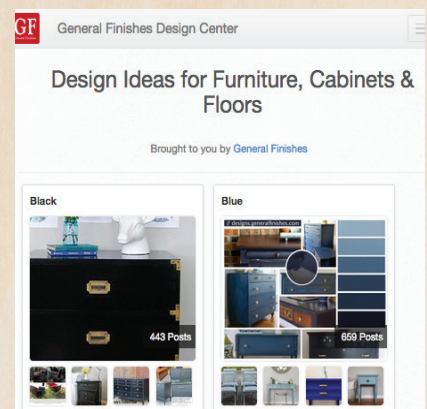
# THE GF ADVANTAGE

• Social Media Presence •



General Finishes is known for its viral social media presence and superior social promotion of our retailers. Some examples of how we use social media to highlight our retailers include:

- New retailer promotion on social media
- GF retailer events promoted on social media
- Official GF Retailer Badge for use on the web
- Design inspiration sorted by product and color wave in our Design Center, [designs.generalfinishes.com](https://designs.generalfinishes.com)



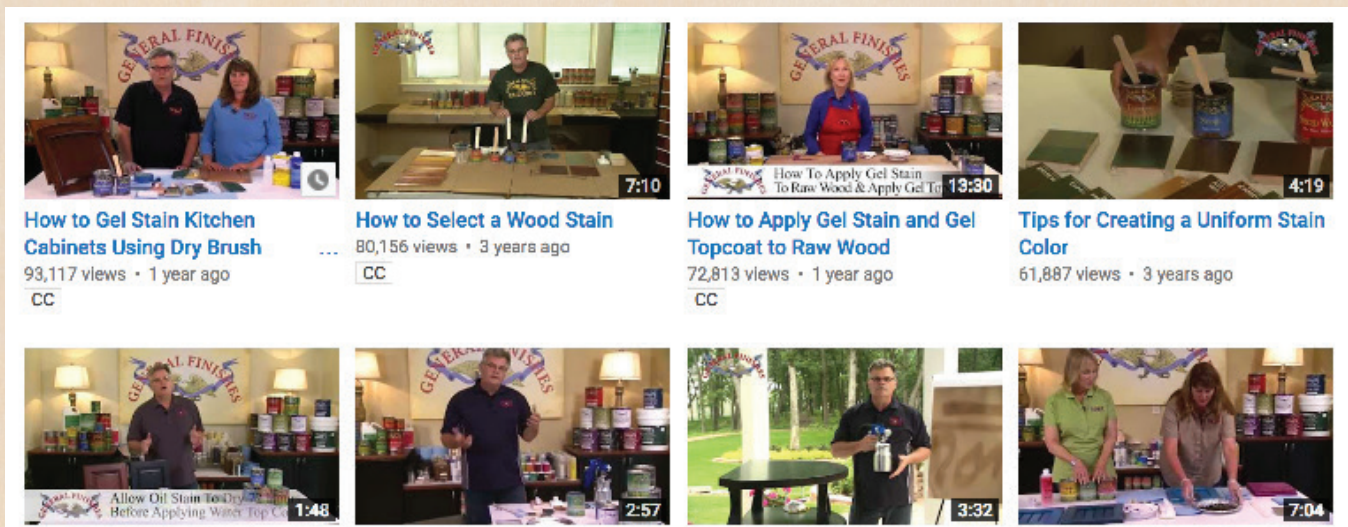


# THE GF ADVANTAGE

## • Retailer Support •

General Finishes offers comprehensive retailer support and materials:

- A vast library of product images to use for your business
- Brochures and product boards
- More than 30 how-to videos for applying GF products and finishing ideas
- Personalized retailer training events





# AN AMERICAN STORY

GF was founded in 1928. When I bought the company in 1984, annual sales were just \$200,000. The plant was a tiny store front 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. In 1988 we moved into a real plant and added a six-head pour machine with an automatic ladder (wow!). We bought a used forklift (called her Elle...she was gorgeous) and our ranks swelled from two to six.

By 1992 we were still just another solvent finish company with a limited future. We then made the decision that changed GF forever; irrevocably committing 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. In 1996 we won the first of three major water based competitions against national manufacturers, and by 2000 we were recognized as a leading innovator in the development of water based stains and finishes.

In 2006 we built a new 30,000-square-foot facility in East Troy, Wisconsin, and added another 25,000 square feet in 2014. As of 2017, the GF gang has grown to more than 40 people. Although not a big manufacturer by size, we have the deepest and broadest 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

01-17

