

NEW
PRODUCTS
FOR 2019

SINCE 1928

GENERAL FINISHES

ENDURO



AMERICA'S LEADING MANUFACTURER OF
INNOVATIVE WATER-BASED WOOD FINISHES

GENERAL FINISHES ENDURO



NEW COLORS

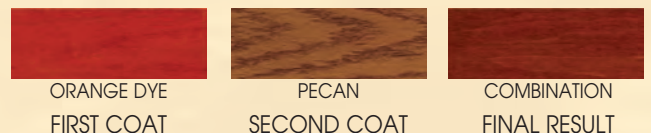
WATER BASED WOOD STAINS



- 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

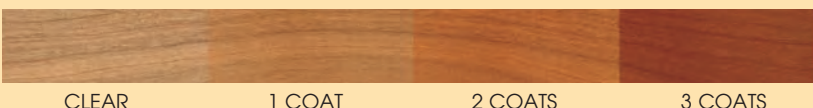
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WATER BASED DYE STAINS



- Brush or spray application.
- Excellent transparency, clarity and color stability.
- Use to match colors or as standalone 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).



*Mix Dye Stains With Clear
Finishes to Make Toners.*

PROFESSIONAL WATER BASED PRODUCTS



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 standalone 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).



PROFESSIONAL WATER BASED PRODUCTS

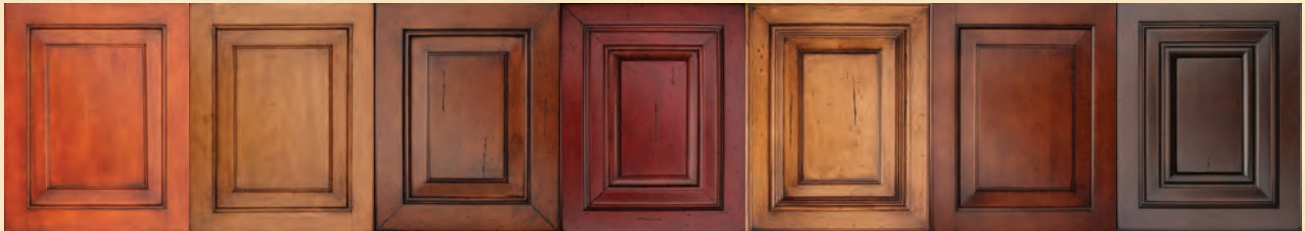


WHAT IS THE RTM STAIN SYSTEM?

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 fast and accurate custom colors to your customers.
- Save money by reducing your stain inventory—you only need eleven RTM SKUs.
- 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.

PROFESSIONAL WATER BASED PRODUCTS



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

- 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

- 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).



Sanding Sealer

- 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.

PROFESSIONAL WATER BASED PRODUCTS

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WATER BASED PIGMENTED POLY & UNDERCOATS



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 <240 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).

WHITE UNDERCOAT



- High solids primer for pigmented polys.
- Tintable for custom color.
- Perfect primer for MDF.
- VOC <100 g/l (1.86 lbs/gal).

NEW PRODUCT

BRUSHABLE WHITE ENAMEL



- Similar characteristics to White Poly.
- Designed to be applied by brush.
- Excellent for cabinets and millwork.
- Dries fast and hard.
- Can be tinted.
- VOC <80 g/l (1.86 lbs/gal).

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MILK PAINT

- Satin.
- 100% acrylic based paints.
- 33 popular stock colors.
- Tintable
- Brush or spray.
- Interior and exterior rated.
- VOC <50 g/l (.84 lbs/gal).

Westminster
Green

China Blue	Twilight	Ballet Pink	Harvest Yellow
Snow White	Antique White	Alabaster	Persian Blue
Reverent Gray	Sunglow	Emerald	Klein Blue
Basil	Empire Gray	Perfect Gray	Coral Crush
Halcyon Blue	Patina Green	Gulf Stream Blue	Tuscan Red
Coastal Blue	Holiday Red	Queenstown Gray	Lamp Black
Persimmon	Driftwood	Millstone	Key West Blue
Seagull Gray	Linen	Dark Chocolate	Blue Moon

NEW COLORS

WATER BASED MILK PAINT



GLAZE EFFECTS

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



WINTER WHITE



PITCH BLACK



SMOKEY GRAY



BURNT UMBER

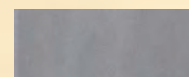


VAN DYKE BROWN

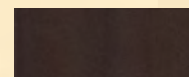


PEARL EFFECTS

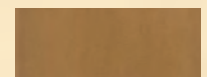
- Metallic Pearlescent colors used to create beautiful decorative finishes.
- VOC <120 g/l (1.45 lbs/gal).



ARGENTINE



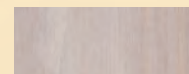
BRONZE



BURNISHED



COPPER



ARGENTINE

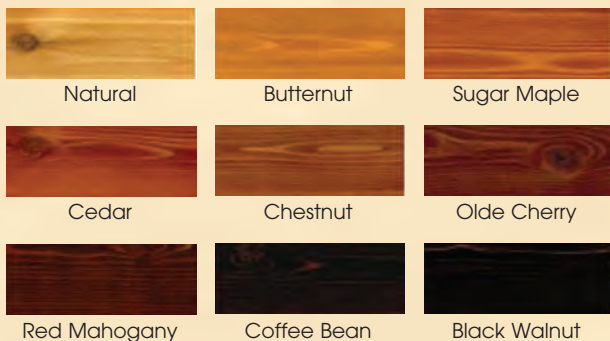


TAWNY

PROFESSIONAL WATER BASED PRODUCTS



- 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.



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.

PROFESSIONAL WATER BASED PRODUCTS

HISTORY OF THE COMPANY

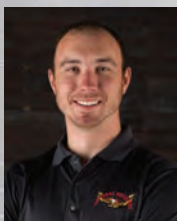
For the last thirty years General Finishes has been a recognized pioneer in the development of water base stains and finishes. Our topcoats have won several national competitions judged by Woodworking Magazine against numerous major manufacturers. Although by size not in the category of a major manufacturer, 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 Szwedo joined GF in 1979 at an age that he used a bike, not a car, to get to work. 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. In 1993 Rob moved from production to sales and proved to be much, much better in that capacity than anyone, including himself, ever expected.



Tom Monahan was raised on a farm in Wisconsin, where all boys learn to develop a bulldog personality and an ability to fix anything — both traits have served him well. Later he owned an antique restoration business and then worked as a chemist in a water-based coatings company. Tom joined GF in 1994 and immediately started developing our water-based product line. Tom now handles GF's podcast, influencer and on-air responsibilities. Yes, he's a star.



We picked up Bill Strey in 2016 from a Kenosha carwash, Bubbles. At an early age he learned a wide variety of hands-on skills, including finishing. He is a fan of all sports, but has lived and breathed golf since he was five years old. Years working in the restaurant industry taught Bill a high level of customer service (he claims and we hope), something that he takes pride in.



Ryan Denny joined GF in 2010. He has a BA in chemistry and an extensive background in wood coatings. He has developed numerous new GF formulations (including the RTM system) and has updated all of our product lines. 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.



Samantha Allan, a native Wisconsinite, joined GF in 2019. She practiced nursing (LPN) before moving into sales for seven years with W.W. Grainger, where she was always in the Top 5% Sales Club. She has five children from age one to 17, and lots of foster pups. She's a big Green Bay football fan, and yes, she's a natural blonde.



Matt Basford joined the GF sales team in 2016. He has plenty of experience with the GF lines, having sold them for 8 years at a Chicago hardwood lumber yard. Born in England, Matt moved across the pond at age 15. No, he doesn't know the Queen or Prince William...we've asked! But he's traded in fish and chips for deep dish pizza, and, with no accent remaining, only his love for Manchester United and tea give his heritage away.



Becca Dankert joined the sales team in 2017 after using (and loving!) GF products for years. Her BS in Interior Design & Architecture guided her pre-GF career through different roles involving commercial space planning and antique restoration. With this background, Becca fits in perfectly with her GF sales responsibilities. True to her Wisconsin roots, she enjoys doing anything outdoors including running, hiking and fishing, often with her three small children in tow.



Sara Wible was stolen from her business raising and breeding Dutch jumping horses in 2013 to join the GF team. Handling sales in a mostly man's world comes easy after working with half-ton horses. When not shifting gears in her sporty Audi down a scenic road, you can find her climbing into the pilot's seat of a helicopter or just relaxing, old-world red in hand planning her next international trip.



Jordan Szweczykowski joined the GF team in 2016. Born and raised in East Troy, just a few miles from the factory, he grew up learning how to build and repair things, which cultivated in him a love for woodworking and finishing. After gaining experience in real estate sales and retail management, he stumbled across an ad for a position at GF and drove to the factory the very next day to submit his resume. The rest, as they say, is history.



John Adams has been GF's west coast representative forever. He usually has lots to say, but when asked to provide a simple biography he had nothing to say. So if you are on the west coast you might contact him to find out about our products and his life. We do know he has a wonderful wife and two bright children.

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TOMORROW'S WOOD FINISHES TODAY