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 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 lidder (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

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TABLE OF CONTENTS

Ready-to-Match Stain System	1
Water Based Wood Stain	3
Dye Stain	4
White & Black Poly	5
Pre-Cat Lacquer	6
Clear Poly	7
Conversion Varnish	8
Enduro-Var II	9
Exterior 450 Stain & Topcoat	10
Brushable White Enamel	11
Stain Blocker	12
White Undercoat & Sanding Sealer	13
Pro Image Floor Topcoat	14
Industrial & Manufacturing	15



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.



READY-TO-MATCH STAIN



TRONG BLACK

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:

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- 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.

RTM Chip Box in Oak and Maple or Alder and Maple

RTM STAIN

A BOOK



66 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

66 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	
Туре:	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
VOC:	<220 g/L
Clean-Up:	Warm, soapy water or GF Brush & Gun Cleaner
Intermixable:	GF Dye Stain: Yes; GF Water Based Wood Stain: Yes, at point of use only
Dry Times: (70° F, 50% Humidity)	1-2 hours Increase with GF Extender. Decrease with GF Accelerator.
Sizes:	Quart, Gallon, 5-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.

66 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

Туре:	Water based pigmented wood stain
Interior/Exterior:	Interior only
Colors:	17 plus Natural Pre-Stain
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, roll, spray
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, Drum

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.

66 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

Туре:	Water-based translucent dye wood stain
Interior/Exterior:	Interior only
Colors:	14
Use:	Furniture, millwork, cabinetry, highly figured wood
Application Method:	Brush, roll, spray
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, Drum





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 available to wholesale customers.

66 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



Туре:	Water-based pigmented topcoat
Formula:	Self-cross-linking acrylic/urethane blend
Interior/Exterior:	Interior only
Sheens:	Flat (10) White only, Satin (30), Semi-Gloss (55)
Coats:	2-3
Use:	Furniture, millwork, cabinetry
Application Method:	Spray
Solids by Weight:	34%
Tintable:	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:	Gallon, 5-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.

66 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

Туре:	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:	25
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 hours. Increase with GF Extender. Decrease with GF Accelerator.
Sizes:	Gallon, 5-Gallon, Drum





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.

⁶⁶ 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

Туре:	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:	30%
Tintable:	Zero-VOC tints (Toning: Yes)
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, Drum





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.

66 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

Туре:	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:	28%
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, Drum





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.

66 Early in the history of New Breed Furniture, we were selected by the design firm Gensler 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

Туре:	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:	28%
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, Drum



EXTERIOR 450 STAIN

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

Туре:	Water-based exterior wood stain
Colors:	9 plus Natural Base
Use:	Doors (Including fiberglass), furniture, architectural woodwork
Application Method:	Brush, roll or spray
VOC:	<185 g/L
Cleanup:	Warm water or GF Brush and Gun Cleaner
Dry Times (70°, 50% Humidity)	1-2 hours. Increase with GF Extender. Decrease with GF Accelerator.
Sizes:	Quart, Gallon

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.



Туре:	Water-based exterior clear topcoat
Formula:	Self-cross-linking acrylic/urethane blend
Sheens:	Flat (10), Satin (30), Semi-Gloss (55), Gloss (80+)
Coats/Application:	2-3 / Brush, roll, spray
Use:	Doors (Including fiberglass), furniture, architectural woodwork, no decks
Solids by Weight:	30%
Tintable:	Zero-VOC tints (Toning: Yes, with Exterior 450 Stain)
VOC:	<123 g/L
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, Drum







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.

66 Cabinets are one of the hardest working systems in a house. Whether I have a brand new painter or an experienced painter who wants their orange wood cabinets white, my go-to is the unbeatable combination of General Finishes Stain Blocker and Brushable White Enamel! Perfection and durability in a can! ??

Anette Sullivan, Antica Modern

Туре:	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:	25%	
Tintable:	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, Drum	



STAIN BLOCKER

After 40 minutes over General Finishes Merlot Dye Stain.



White paint without primer

Two coats General Finishes Stain Blocker

Stain Blocker is a white primer formulated to block tannins and stain bleed-through that cause discoloration. 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.

⁶⁶ As a proud retailer of General Finishes products, I can't say enough about their Stain Blocker! It is the ONLY water-based primer that I recommend to my customers because I know it delivers consistent, predictable and reliable results. I purchase Stain Blocker in every order I place because it's one of my top-selling General Finishes products. I have complete confidence when I recommend it to all of my customers and I know they will experience fantastic results.⁹⁹

Jennifer, Eight Hundred Furniture, LLC

Water-based blocking primer
Epoxy acrylic
Interior only
1-2
Furniture, millwork, cabinetry
Brush, roll, spray
35%
Zero-VOC tint
33 g/L
Warm, soapy water or GF Brush & Gun Cleaner
1-2 hours. Increase with GF Extender. Decrease with GF Accelerator.
Quart, Gallon, Drum





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

Туре:	Water-based primer
Formula:	Acrylic
Interior/Exterior:	Interior only
Coats:	1-2
Use:	Furniture, millwork, cabinetry
Application Method:	Brush, roll, spray
Solids by Weight:	53%
Tintable:	No
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, 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.

Туре:	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:	30%
Tintable:	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, 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.

44 All our wood floors are 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

Туре:	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:	32%
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



INDUSTRIAL & MANUFACTURING

General Finishes is America's leading innovator of water-based stains, dyes, paints and finishes for manufacturers. Our sales and R&D teams work hand-in-hand with you to create customized coatings to achieve your finishing goals. No matter the substrate or application method, General Finishes has the ability to react quickly to your needs. We will work with you every step of the way to ensure you have the perfect finish.

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. All our products exceed KMCA performance requirements, and are formaldehyde-free and HAPS-free.



66 Over several visits to our factory, the General Finishes sales reps evaluated the scope of our business, fine-tuned our custom colors, and made product suggestions. They helped us make the transition from solvent- to water-based stains and topcoats. While doing that, they noticed we also paint, and suggested we convert to General Finishes painting system. We did and love the improved coverage, ease of use, water cleanup and the reduced VOCs of all their products while on the production line.

"They followed up after the transition with visits to our factory, continuing to look out for our interests. They checked to see if our technicians were applying the new products correctly and made suggestions to further improve our technique and production time.

"The final bonus? We are now promoting that we finish our custom stairs with water-based products and have happy customers who are pleased to find such a high-quality, low-VOC finish.??

THE GANG FROM GF





ROB SZWEDO Rob was GF's first employee in 1979. At such a young age he used a bike, not a car, to get to work. 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.



Raised on a Wisconsin farm, Tom learned to fix anything. He owned an antique restoration business and worked as a chemist in a water-based coatings company. Tom joined GF in 1994, where he began to develop GF's water-based products. These days Tom stars in

GF videos.



BILL STREY

GF found Bill in 2016 in a Kenosha carwash, Bubbles. He is a fan of all sports, but has lived and breathed golf since he was five years old. Years of working in the restaurant industry taught Bill a high level of customer service, something that he takes pride in. And Bill also joins Tom in GF videos.



JORDAN SZEWCZYKOWSKI Jordan joined the GF team in 2016. Raised in East Troy near the factory, he grew up learning how to build and repair things, instilling a love for woodworking and finishing. After gaining experience in real estate sales and retail management, he stumbled across a sales position at GF on Craigslist. The rest, as they say, is history.



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, don't worry, you will!



BECCA DANKERT Becca came on board in 2017 after using (and loving) GF products for years. Her BS in Interior Design & Architecture guided her pre-GF career involving commercialspace 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.



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 all GF's product lines to meet our mission as America's leader in water-based technology. An avid hockey player and fan, to this day he still sees himself as the reincarnation of Bobby Orr.



MATT BASFORD Matt joined GF in 2016 with previous experience with the GF product lines, having sold them for eight years at a Chicago hardwood lumber yard. Born in England, Matt moved across the pond after his 15th birthday. He's since traded in fish & chips for pizza, and the only things that give his British roots away are his love for Manchester United and tea.



Sara joined GF in 2013, after closing her business of raising and breeding Dutch jumping horses. When not shifting gears in her sporty red Porsche down a scenic road, you can find her climbing into the pilot's seat of a helicopter or relaxing, old-world red in hand, planning her next international trip.



CHAD MURRAY Chad joined GF in 2020 after years of experience in sales. A grad of UW-Whitewater, his background in account management and client relations allows him to provide great service GF customers. Chad enjoys running, golfing and traveling around the world with his wife and family.



Tomorrows Wood Finishes Today



Create a Account

Professional Account Registration:

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

Manufacturer Account Registration:

https://generalfinishes.com/register/mfg-account

GENERAL FINISHES East Troy, Wisconsin 53120



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