

# RETAIL 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 ladder (wow!). We bought a used forklift (and called her Elle, 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 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 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 production capacity, sales, staff and, most importantly, water-based innovation. 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.





## GREAT PRODUCT. GREAT PEOPLE. GREAT RESULTS.

"Double down when you know have a good hand. Customer demand made expansion of GF's line a logical move and we now carry all retail products. To stock more GF, we increased holding capacity by 200% with improved racking. Regarding service, the level of support that GF provides to us and our customers blows me away. I come from a retail background in Home Depot where support is through vendor groups. When I met Rob, I didn't really understand who he was. The man lives and breathes his product."

*Wayne Lousteau, Owner*

**Woodcraft**

**Colorado Springs & Loveland**

"As for quality, what I hear is ease of use and durability from both consumers and professionals. We have customers coming in with finishing problems to solve and GF has the answer to those problems. Paint is a relationship business. We can't leverage our good reputation against bad products, but GF delivers. Regarding service, everyone we talk to at GF knows what is going on. It is not like 'Press 1 for tech support' with someone reading a manual at a help desk, 'Press 2 for accounting.' You get someone who works where the paint is made. These people know their products. The people are as quality as the product."

*Harry Adler, Co-owner*

**Adler's Paint & Design Center**

"What surprised us the most was immediate acceptance of GF by customers. People came in or called asking for General Finishes. Retail customers love the dark Water Based Wood Stain colors. Professional users are very impressed with the water-based stains and surprised at the ease of application, deep saturation and variety of color. Sara's superb training helped our salespeople speak confidently about the products to customers, which increased sales. Nobody else does this, so it is refreshing to partner with a company that has the same model!"

*Mike Dezurga, Paint Buyer*

**Ring's End**



## FAST-TRACK SALES WITH THE GF ADVANTAGE

- 1. People will find YOUR STORE immediately.** Customers consistently report an immediate uptick in calls and traffic when they are listed on GF's Where-to-Buy Page. "General Finishes's marketing presence is so strong, customers call and come in looking specifically for this brand." *Darin March, Owner, Northville Paint Company*
- 2. Powerful online presence.** GF websites 2020: 1.6 million users and 5.5 million page views. Instagram: 62,000+ followers. Pinterest: 8.5 million+ monthly views. Facebook: 50,000+ followers.
- 3. People know GF.** GF leads the industry with solid online recognition. Customers learn about us through social media referrals and 1st-page organic Google ranking, often in 1st and 2nd position for top-level terms like "water-based topcoats," "water-based stains" and "water-based dye stains."
- 4. The industry's most comprehensive customer support.** FAQs, how-to videos, videos explaining every product, FB groups, our own Design Center, free Cabinet Refresh course (coming soon), and experienced reps who answer the phone and work where the product is made in the U.S.A.







# WATER BASED WOOD STAINS

**Water Based Wood Stains** are the most advanced interior stains on the market. In addition to producing deep, rich color, the biggest benefit is the clean, uniform results on hard-to-stain woods, like pine and maple. Pre-Stain Conditioner (Natural) may be used as a base to tint custom stain colors.

- MADE WITH RENEWABLE RESOURCES
- Fast dry, water clean-up, low odor
- 17 colors and Pre-Stain Conditioner (Natural)
- Interior use
- Sizes: Pint, Quart, Gallon



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*



Whitewash



Pre-Stain Natural



Antique Oak



Pecan



Black Cherry



Hickory



Sedona



Brown Mahogany



Cabernet



Antique Brown



Provincial



Espresso



Tobacco



Walnut



Graystone



Graphite



Onyx



Black



# DYE STAINS



**Water Based Dye Stains** add exceptional color clarity and depth to highly figured woods. These transparent colors penetrate deep into wood to produce rich colors that pigmented stains cannot achieve. Mix Dye Stains with General Finishes Water Based Wood Stains to create custom colors with any General Finishes water-based topcoat to make toners. Dye Stain Reducer, a clear base, is available to dilute Dye Stains or tint with dye concentrates.

- Fast dry, water clean-up, low odor
- Deep, penetrating, translucent colors
- 14 colors and clear Dye Stain Reducer
- Interior use
- Sizes: Pint, Quart, Gallon

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



Blue



Green



Yellow



Amber



Orange



Cinnamon



Empire Red



Merlot



Light Brown



Vintage Cherry



Medium Brown



Dark Brown



Pewter



Ebony



**WATER BASED**

# MILK PAINT

**Milk Paint** is a highly versatile and durable water-based interior/exterior paint. Its innovative formulation provides superior adhesion to raw wood, pre-finished wood and fiberglass. Milk Paint is easy to apply, has excellent flow and leveling properties, and dries to a low-luster sheen.

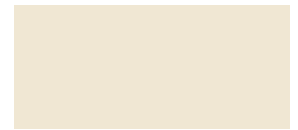
- MADE WITH RENEWABLE RESOURCES
- Fast dry, water clean-up, low odor
- 33 colors and 2 bases, Clear and White
- Bases are tintable using low- or zero-VOC colorants
- Interior and exterior use
- Sizes: Pint, Quart, some colors in Gallon



## SIGNATURE COLLECTION | 20 COLORS



Snow White



Antique White



Linen



Millstone



Harvest Yellow



Tuscan Red



Basil



Westminister Green



Persian Blue



Gulf Stream Blue



Blue Moon



Coastal Blue



Reverent Gray



Seagull Gray



Empire Gray



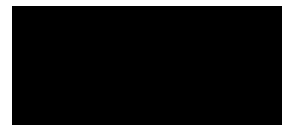
Perfect Gray



Driftwood



Queenstown Gray



Lamp Black



Dark Chocolate



WATER BASED

# MILK PAINT



## ACCENT COLLECTION | 13 COLORS



Alabaster



Key West Blue



Patina Green



Emerald



Halcyon Blue



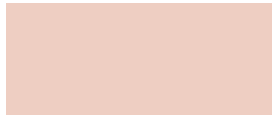
Klein Blue



China Blue



Twilight



Ballet Pink



Coral Crush



Holiday Red



Persimmon

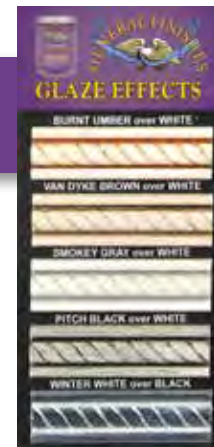


Sunglow

“I have people drive to my stores from all over the metro Houston just to buy General Finishes Milk Paint. Customers like its ease of use and durability. Unlike other brands, the GF line offers me a full spectrum of products including Gel Stains, Water Based Stains, topcoats in both oil-based and water-based.  
~Sibyl Potter, The Potter Boutique at Cherry Street Antiques

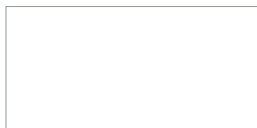
WATER BASED

# GLAZE EFFECTS



**Glaze Effects** are translucent colors used over Water Based Wood Stains or Milk Paints to create beautiful decorative finishes such as distressing, burnishing and wood graining. Clear Base is available for tinting to create custom color glazes.

- Fast dry, water clean-up, low odor
- Interior use
- Tintable with zero-VOC colorants
- Sizes: Pint, Quart, Gallon
- 5 colors and Clear Base



Winter White



Smokey Gray



Burnt Umber



Van Dyke Brown



Pitch Black



WINTER WHITE OVER GRAYSTONE WATER BASED WOOD STAIN



SMOKEY GRAY OVER WHITEWASH WATER BASED WOOD STAIN



BURNT UMBER OVER ANTIQUE OAK WATER BASED WOOD STAIN



VAN DYKE BROWN OVER HICKORY WATER BASED WOOD STAIN



PITCH BLACK OVER WALNUT WATER BASED WOOD STAIN



WINTER WHITE OVER BLUE MOON MILK PAINT



SMOKEY GRAY OVER ANTIQUE WHITE MILK PAINT



BURNT UMBER OVER REVERENT GRAY MILK PAINT



VAN DYKE BROWN OVER LINEN MILK PAINT



PITCH BLACK OVER DRIFTWOOD MILK PAINT

# WATER BASED TOPCOATS

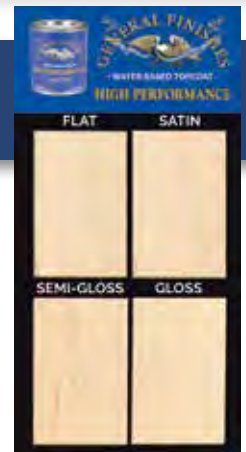


WATER BASED

## HIGH PERFORMANCE

**High Performance** is a clear-drying, high-solids polyurethane. It provides the toughness, durability, and water resistance necessary for high-wear surfaces, such as tables, cabinetry and furniture.

- Fast dry, water clean-up, low odor
- Interior use
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Pint, Quart, Gallon, 5-Gallon



“General Finishes High Performance water-based topcoat is a top seller in our store. The quality, ease of use and support offered by General Finishes tutorials [have] given our DIY customers confidence in tackling anything small or large.

~Carol Naeff, Vintage Decor & Craftery



WATER BASED

## FLAT OUT FLAT

**Flat Out Flat** is a self-cross-linking acrylic topcoat that dries clear and produces a matte, wax-like finish.

- Fast dry, water clean-up, low odor
- Interior use
- Dead-flat sheen
- Sizes: Pint, Quart, Gallon



WATER BASED

## ENDURO-VAR II

**Enduro-Var II** Urethane 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.

- MADE WITH RENEWABLE RESOURCES
- Fast dry, water clean-up, low odor
- Interior use
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Quart, Gallon, 5-Gallon





WATER BASED

# STAIN BLOCKER

**Stain Blocker** is a powerful water-based white-pigmented primer engineered to block bleed-through from stains, dyes, adhesives and wood tannins.

- Fast dry, water clean-up, low odor
- Not tintable
- Interior use
- Sizes: Quart, Gallon



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. ~Jennifer, Eight Hundred Furniture, LLC

WATER BASED

# BRUSHABLE WHITE ENAMEL

**Brushable White Enamel** is a superior water-based white alternative to regular paints. Its hardness and durability make it perfect for kitchen cabinets, millwork and furniture. Brushable White Enamel does not require a topcoat.

- Fast dry, water clean-up, low odor
- Tintable with Colorful Zero VOC UTC colorants (only to a light neutral or pastel shade)
- Interior use
- Sheens: Flat, Satin, Semi-Gloss
- Sizes: Quart, Gallon



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!

~Annette Sullivan,  
Antica Modern





WATER BASED

## EXTERIOR 450 STAIN

**Exterior 450 Stains** are made with UV absorbers and mildewcides. These stains perform well over new or existing wood finishes, fiberglass and composites. Not intended for decks.

- MADE WITH RENEWABLE RESOURCES
- Fast dry, water clean-up, low odor
- 9 Colors and Natural Base
- For front doors, garage doors, furniture
- Sizes: Quart, Gallon



Natural Base



Butternut



Cedar



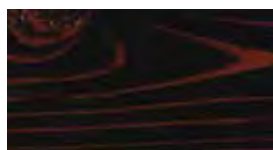
Chestnut



Mesquite



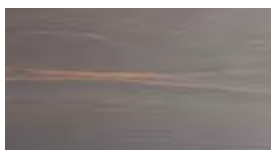
Red Mahogany



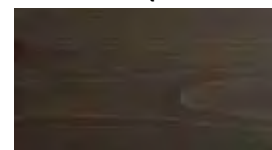
Coffee Bean



Black Walnut



Aged Gray



Stormy Gray



WATER BASED

## EXTERIOR 450 TOPCOAT

**Exterior 450 Topcoat**, with UV absorbers and mildewcides, provides a flexible exterior film that dries clear and moves with temperature variations. Use on new or existing wood finishes, fiberglass and composites. Not intended for decks.

- Fast dry, water clean-up, low odor
- For front doors, garage doors, furniture
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Quart, Gallon, 5-Gallon

“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. ~Matt Maguire, Viking Lumber





 **WATER BASED**

# PRO IMAGE FLOOR TOPCOAT



**Pro Image** is a single-component, acrylic/urethane water-based 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.

- Fast dry, water clean-up, low odor
- Sheens: Satin, Semi-Gloss
- Interior use
- Sizes: Gallon

“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. Seven years later the finish is still holding up to our 3 dogs. ~Chris Adams, Homeowner

 **WATER BASED**

# WOOD TURNERS FINISH



Wood Turner's Finish is a water/oil urethane hybrid that dries to a warm amber tone. It is designed to be used on wood turnings, either on or off a lathe.

- MADE WITH RENEWABLE RESOURCES
- Water clean-up
- Sizes: 8 oz.



## ADDITIVES, OILS, POLISHES, CLEANERS

**Extender** is an additive used in water-based finishes to lengthen dry times and improve flow and leveling. Sizes: 4 oz, 16 oz, Gallon



**Butcher Block Oil** is a food-safe mineral oil for maintenance of butcher blocks, bowls, cutting boards and wooden utensils. Sizes: 16 oz, Gallon



**Accelerator** is an additive used to shorten the dry time of water-based finishes. Sizes: 16 oz, Gallon



**Orange Oil** is an everyday cleaner and polish to remove dirt and dust from wood finishes and can be used as a lubricant to buff oil-based topcoats. Sizes: 16 oz



**Satin Finishing Wax** is a unique blend of waxes that brings out the rich luster of woodgrain. This liquid wax can be used as a scratch remover over oil- or water-based finishes, including Danish Oil. Sizes: 8 oz



**Brush & Gun Cleaner** is designed to clean spray equipment after using General Finishes water-based stains, primers, paints, glazes and topcoats. Sizes: Gallon, 5-Gallon





 OIL BASED

# GEL STAIN

**Oil Based Gel Stains** are formulated with a unique combination of pigments, oils and urethanes to produce a durable, "hand-rubbed" finish. These thick stains apply easily and produce a uniform, rich, dark color on hard-to-stain woods, like pine, maple and cherry. They have great adhesion on raw wood, existing finishes, fiberglass and steel doors.

- 15 colors
- Interior use
- Sizes: Half-Pint, Pint, Quart, Gallon\*  
\*Gallons not available in all states due to VOC regulations

“General Finishes Gel Stain has the best consistency I've seen, and I was getting calls for it as soon as I started stocking GF products.

~Tim Elliott, owner,  
T. Elliott's Paint Shoppe



White



New Pine



Prairie Wheat



American Oak



Colonial Maple



Nutmeg



Antique Walnut



Candlelite



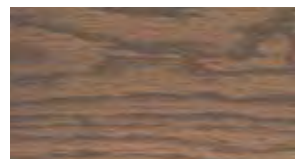
Brown Mahogany



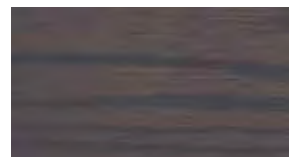
Georgian Cherry



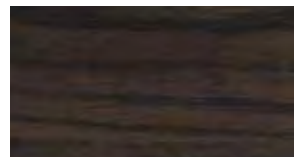
Java



Ash Gray



Gray



Carbon Gray



Black



 OIL BASED

# WOOD STAIN

**Oil Based Wood Stains** are traditional liquid wiping stains ideal for any wood surface. They have beautiful colors and less odor than other oil-based stains.

- Easy to work
- 13 colors plus Pre-Stain Conditioner (Natural)
- Interior use
- Sizes: Half-Pint, Quart



Pre-Stain Natural



Salem



Pecan



Honey Maple



American Walnut



Danish Teak



Candlelight



Antique Cherry



Warm Cherry



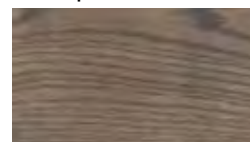
Mahogany



Spiced Walnut



Mocha



Slate



Flint

 OIL BASED

# SEAL-A-CELL

**Seal-A-Cell** is a unique combination of oils, urethanes and wax. It has served craftsmen for decades as the best way to get that natural, close-to-the-wood finish on beautiful woods.

- Similar to a Danish Oil finish
- Can be added to Oil Based Wood Stain to lighten color
- Interior use
- Sizes: Pint, Quart, Gallon\*

*\*Gallons not available in all states due to VOC regulations*





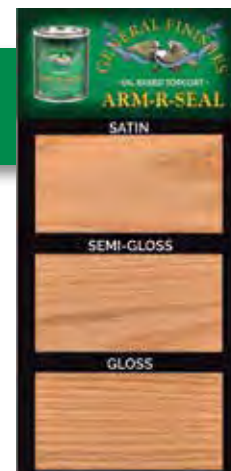
 OIL BASED

## ARM-R-SEAL

**Arm-R-Seal** is an ambering, oil-based urethane topcoat that can be used on raw wood or over any stain. Formulated as a wipe-on finish, its durability makes it perfect for all wood projects that require a hard, long-lasting finish that is easy to maintain.

- Interior use
- Sheens: Satin, Semi-Gloss, Gloss
- Sizes: Pint, Quart, Gallon\*

*\*Gallons not available in all states due to VOC regulations*



 OIL BASED

## GEL TOPCOAT

**Gel Topcoat** is an ambering, oil-based urethane topcoat formulated to be applied in very thin coats to produce a soft, silky hand-rubbed finish with exceptional durability. It is ideal for vertical surfaces where thinner products may run or drip.

- Interior use
- Sheens: Satin
- Sizes: Half-Pints, Pint, Quart, Gallon\*

*\*Gallons not available in all states due to VOC regulations*



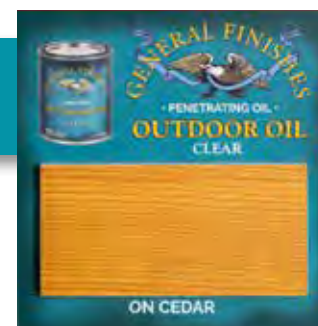
 OIL BASED

## OUTDOOR OIL

**Outdoor Oil** is an ambering, exterior-rated penetrating oil that acts as a wood preservative. It contains UV stabilizers to extend the life of the finish.

- Exterior use
- Sizes: Quart, Gallon\*

*\*Gallons not available in all states due to VOC regulations*



 OIL BASED

## WOOD BOWL FINISH

**Wood Bowl Finish** is a durable, ambering, wipe-on oil/urethane topcoat for use on lathe-turned wood projects.

- Interior use
- Sheens: Gloss
- Sizes: Pint, Quart





# PROFESSIONAL FINISHES

WATER BASED

## SANDING SEALER



**Sanding Sealer** is a fast-drying, easy-to-sand water-based clear coat with high build and exceptional clarity. It provides outstanding adhesion under any General Finishes water-based topcoat.

- Spray only
- Fast dry, water clean-up, low odor
- Interior use
- Sizes: Quart, Gallon, 5-Gallon

WATER BASED

## WHITE UNDERCOAT



**White Undercoat** is a high-build, water-based 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.

- Spray only
- Fast dry, water clean-up, low odor
- Tintable with zero-VOC colorants
- Interior use
- Sizes: Gallon, 5-Gallon

WATER BASED

## WHITE & BLACK POLY



**White and Black Poly** are water-based acrylic/urethane pigmented topcoats that exceed the durability of solvent lacquers and are on par with solvent-based conversion varnishes for a cabinet-quality finish. Custom factory tinting is available.

- Spray only
- Fast dry, water clean-up, low odor
- White poly is tintable with zero-VOC colorants
- Interior use
- Sheens: Flat (White only), Satin, Semi-Gloss
- Sizes: Gallon, 5-Gallon

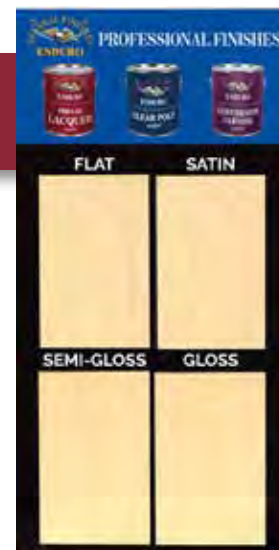


WATER BASED

## PRE-CAT LACQUER

**Pre-Cat Lacquer** is a water-based 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 durability at a cost-effective price.

- Spray only
- Fast dry, water clean-up, low odor
- Tintable with zero-VOC colorants
- Interior use
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Gallon, 5-Gallon



WATER BASED

## CLEAR POLY

**Clear Poly** is General Finishes's most durable water-based single-component topcoat. It's the preferred choice of cabinetmakers who spray finish and want high build, quick dry times, and an exceptionally smooth feel.

- Spray only
- Fast dry, water clean-up, low odor
- Tintable with zero-VOC colorants
- Interior use
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Quarts (Satin only), Gallon, 5-Gallon



WATER BASED

## CONVERSION VARNISH

**Conversion Varnish** is a water-based, clear, two-component topcoat for the most demanding commercial and residential applications. This is the most durable topcoat in the entire General Finishes product line and significantly outperforms solvent-based conversion varnishes.

- Spray only
- Fast dry, water clean-up, low odor
- Not tintable
- Interior/Exterior use
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Gallon, 5-Gallon

*Catalyst required, sold together*





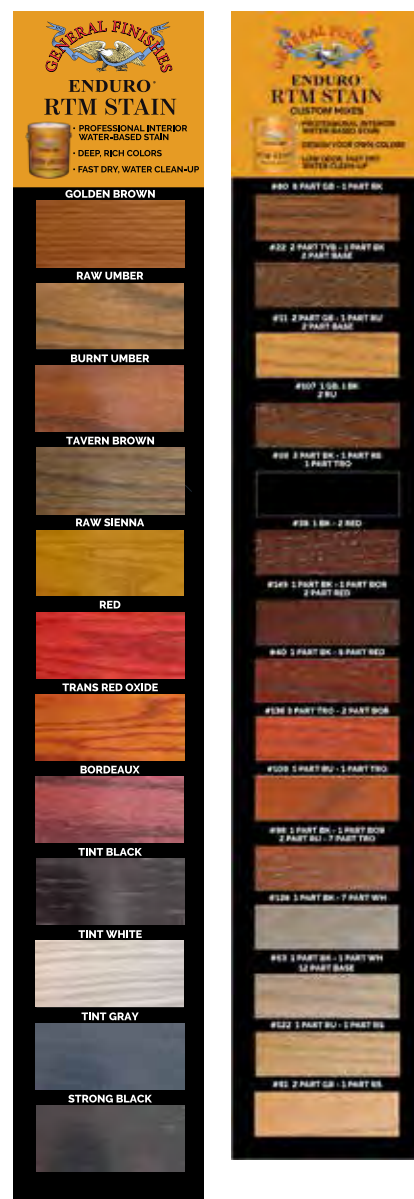
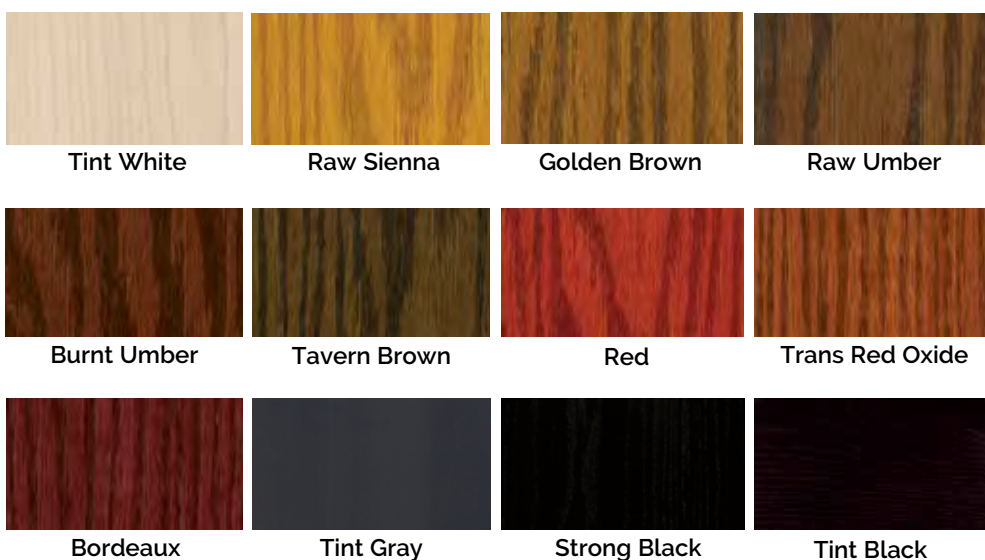
# READY-TO-MATCH STAIN



**Ready-to-Match (RTM) Stains** are made with dye/pigment combinations. They come in 12 stock colors and a tintable 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
- Fast dry, water clean-up, low odor • Interior use • Sizes: Quart, Gallon, 5-Gallon



As a first-time user, the RTM system exceeded all expectations. I found an exact color match within two minutes and application was phenomenal. ~Rob Stocker, Associate, Northville Paint



RTM Chip Box in Oak and Maple or Alder and Maple



# RETAIL SUPPORT MATERIALS

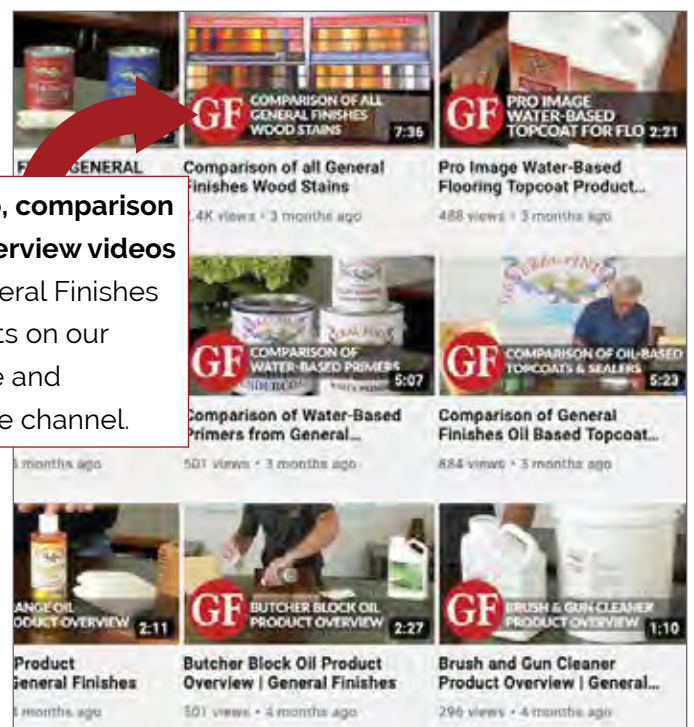
All **General Finishes Point of Purchase** boards are produced in-house to ensure an accurate representation of the color and finish you can expect with our products.

The **horizontal header** is the most popular board; it is big, colorful, and attracts customers to the product. This display is 36"W x 12"H and was designed to fit 36" endcaps as well as 48" aisle shelving.

**Vertical or aisle boards** are for stores that prefer having attention-grabbing samples in the aisle. These two-sided displays are 6"W x by 36"H. They can be configured for your space needs.



**How-to, comparison and overview videos** for General Finishes products on our website and YouTube channel.





# 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.



**TOM MONAHAN**

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.



**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.



**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, planning her next adventure.



**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!



**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.



**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 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.



Tomorrow's Wood Finishes Today



**GENERAL FINISHES**  
East Troy, Wisconsin 53120



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