RETAIL PRODUCTS

GENERAL FINISHES
SINCE 1928 ™



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 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 quality.

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 Dezerga, Paint Buyer
Ring's End

WOODCRAFT Helping You Make Wood Work®

Adler's Design Center & Hardware

RING'S END Since 1902

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.** Total social media followers: 150,000+
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 Refinishing course (coming soon), and experienced reps that answer the phone and work where the product is made in the U.S.A.

MADE IN THE USA



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

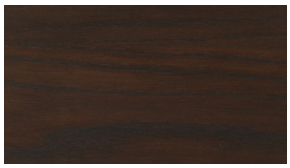

Brown Mahogany


Cabernet


Antique Brown

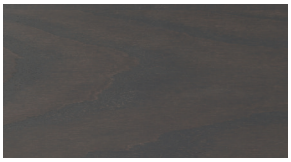

Provincial


Espresso


Tobacco


Walnut


Graystone


Graphite


Onyx


Black

WATER BASED

DYE STAINS



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

- 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 at OWL Hardwood*




Blue


Green


Yellow


Amber


Orange


Cinnamon

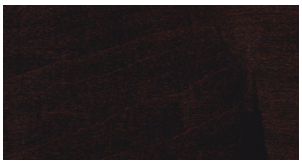

Empire Red


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 and 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
- 12 colors and 2 bases, Clear and White
- Bases are tintable using low- or zero-VOC pigments
- Interior and exterior use
- Sizes: Pint, Quart, some colors in Gallon

RENEWABLE RESOURCES

"I have been using General Finishes Milk Paint for about 5 years now. I love the finish it gives when spraying; it's so flawless and smooth it looks like a factory finish. I have tried other paint brands but nothing provides a professional appearance like GF Milk Paint. I also like that it is exterior rated. I have used it on several outdoor projects and it has held up well throughout the years." *~Jessica Wollin, Flipping Unbelievable*



12 COLORS

- Snow White
- Antique White
- Linen
- Tuscan Red
- Basil
- Persian Blue
- Coastal Blue
- Seagull Gray
- Perfect Gray
- Queenstown Gray
- Lamp Black
- Dark Chocolate

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 colors**.** Use over water-based wood stains or Milk Paints. Clear Base is available for tinting to create custom color glazes.

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



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

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

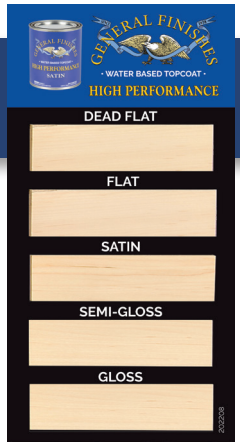
"As a proud retailer of General Finishes products, I can't say enough about their Stain Blocker! It is the ONLY water-based primer that I recommend to my customers because I know it delivers consistent, predictable and reliable results. I purchase Stain Blocker in every order I place because it's one 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 TOPCOATS



WATER BASED

HIGH PERFORMANCE



High Performance is a clear-drying high-solids, polyurethane. It provides superior 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: Dead Flat, 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

NEW PRODUCT

HIGH PERFORMANCE DEAD FLAT

- Patented self-matting polyurethane
- Superb clarity and durability in a <5˚ sheen
- Uses renewable resources, with no Prop 65 chemicals
- Meets KCMA standards
- VOC compliant nationwide

RENEWABLE RESOURCES





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

RENEWABLE RESOURCES

NEW PRODUCT

WATER BASED

TINTABLE 2K CLEAR & 2K WHITE POLY





For professional use only, **Tintable 2K Clear and White Poly** are a dynamic duo of 2 component finishes, and are General Finishes most durable coatings. You can apply confidently, knowing that you are giving your customer the best the industry offers. Perfect for new or remodeled cabinets, furniture, woodwork, pre-primed steel, fiberglass, and exterior projects.

- Spray only
- Fast dry, water clean-up, low odor
- Tintable with zero-VOC tints
- Interior/Exterior use, including wood, pre-primed steel and fiberglass
- Sheens: Flat, Satin, Semi-Gloss, Gloss (achieves higher gloss standards)
- Sizes: Gallon, 5-Gallon

"We have been testing the new Industrial 2K coatings from General Finishes and I have been very pleased with the results. I have had a long relationship with the team at General Finishes and I am very excited to ssee them introducing these new coatings to the market." *~Denny Jahnz, Cabinet ReNu*





WATER BASED

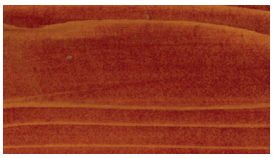
EXTERIOR 450 STAIN

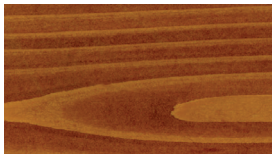
Exterior 450 Stains are made with UV absorbers and mildewcides. These stains perform well over new or existing wood finishes, fiberglass and composites. Not intended for decks.

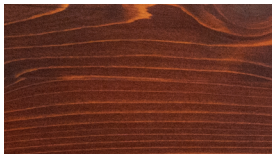
- MADE WITH RENEWABLE RESOURCES
- Fast dry, water clean-up, low odor
- 9 Colors and Natural Base
- For front doors, garage doors
- Sizes: Quart, Gallon


Natural Base


Butternut

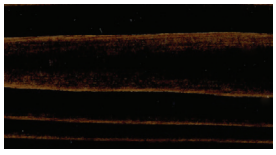

Cedar


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
- 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
- Interior use
- Sheens: Satin, Semi-Gloss
- Sizes: Gallon

"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*

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 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 a topcoat.
Sizes: 16 oz



Satin Finishing Wax is a unique blend of waxes that brings out the rich luster of woodgrain and 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" look on beautiful woods.

- Similar to a Danish Oil finish
- Can be added to Oil Based 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.

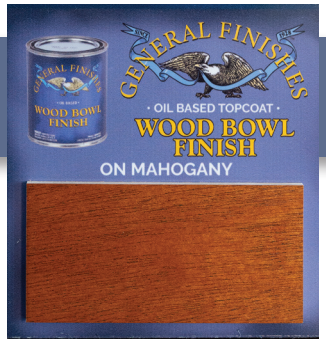
- Exterior use
- Sizes: Quart, Gallon*

**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



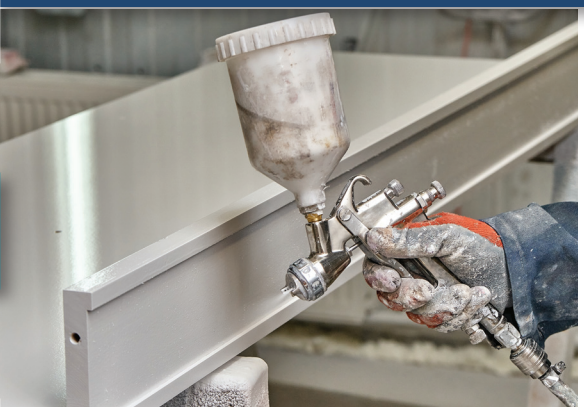


Sanding Sealer is a fast-drying, easy-to-sand water-based clear coat with high build and exceptional clarity. It provides outstanding adhesion under any General Finishes water-based topcoat.

- 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 tints
- Interior use
- Sizes: Gallon, 5-Gallon

WATER BASED

WHITE & BLACK POLY





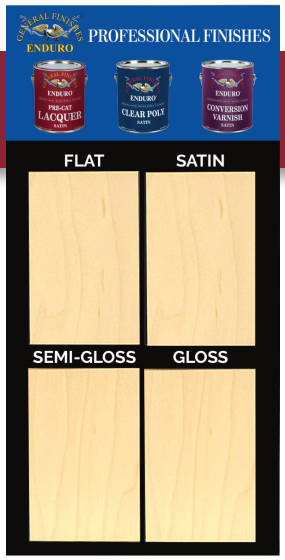
White and Black Poly are water-based acrylic/urethane pigmented topcoats that exceed the durability of solvent lacquers and are on par with solvent-based conversion varnishes for a cabinet-quality finish. They excel over raw wood. Custom factory tinting is available.

- Spray only
- Fast dry, water clean-up, low odor
- White Poly is tintable with zero-VOC tints
- 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 water and chemical resistance at a cost-effective price.

- Spray only
- Fast dry, water clean-up, low odor
- Tintable with zero-VOC tints
- 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. This is 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 tints
- Interior use
- Sheens: Dead Flat, 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, high-use 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

WATER BASED

READY-TO-MATCH STAIN



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:

- **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





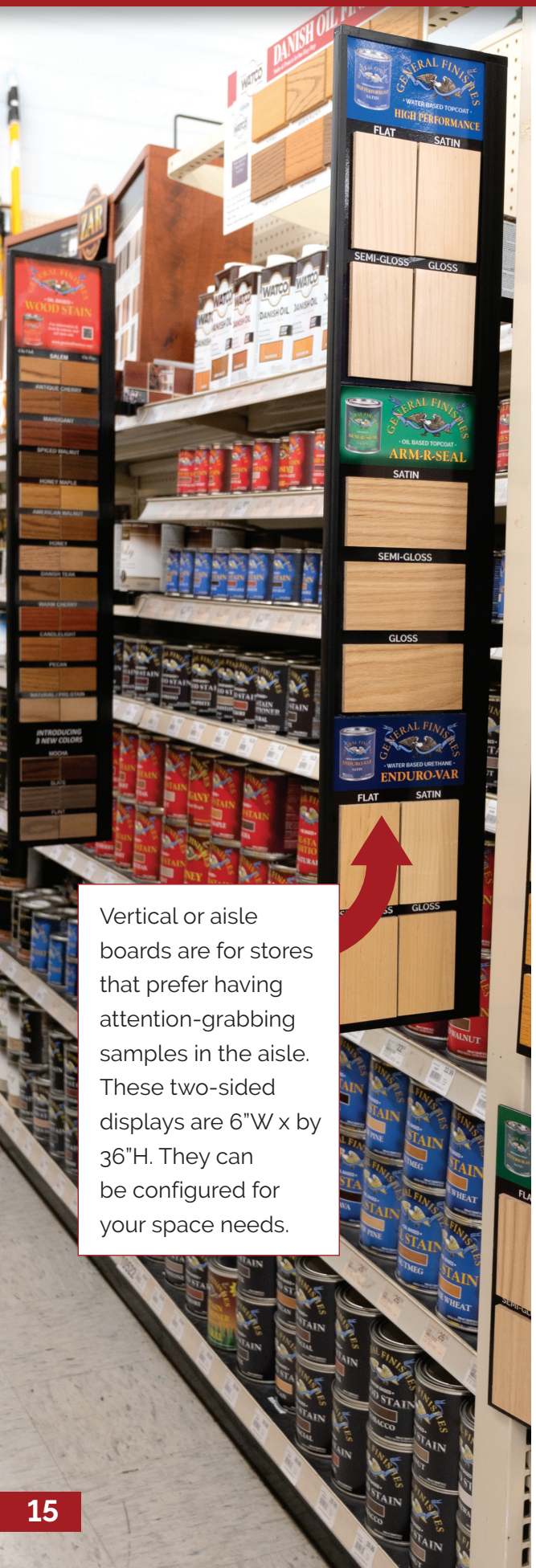
"As a first-time user, the RTM system exceeded all expectations. I found an exact color match within two minutes and application was phenomenal."

~Rob Stocker, Associate, Northville Paint



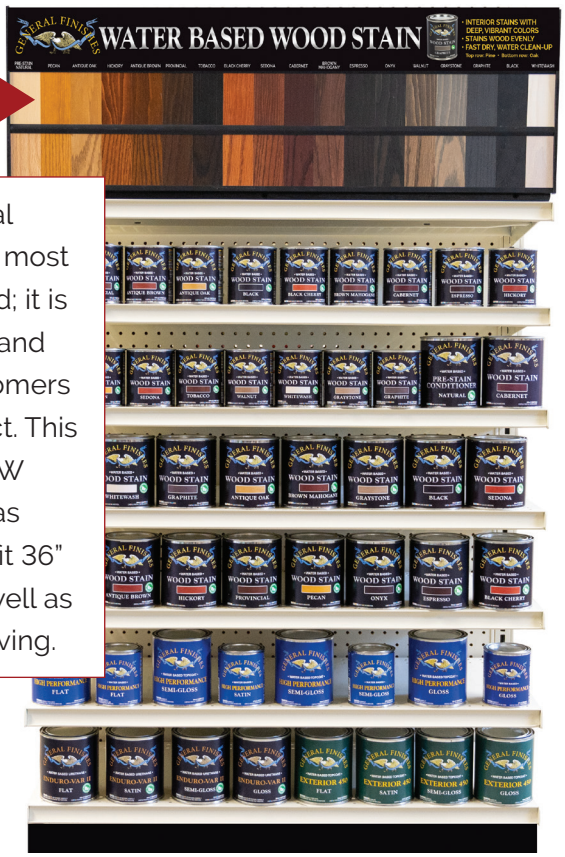
RTM Chip Box in
Oak and Maple or Alder and Maple

RETAIL SUPPORT MATERIALS

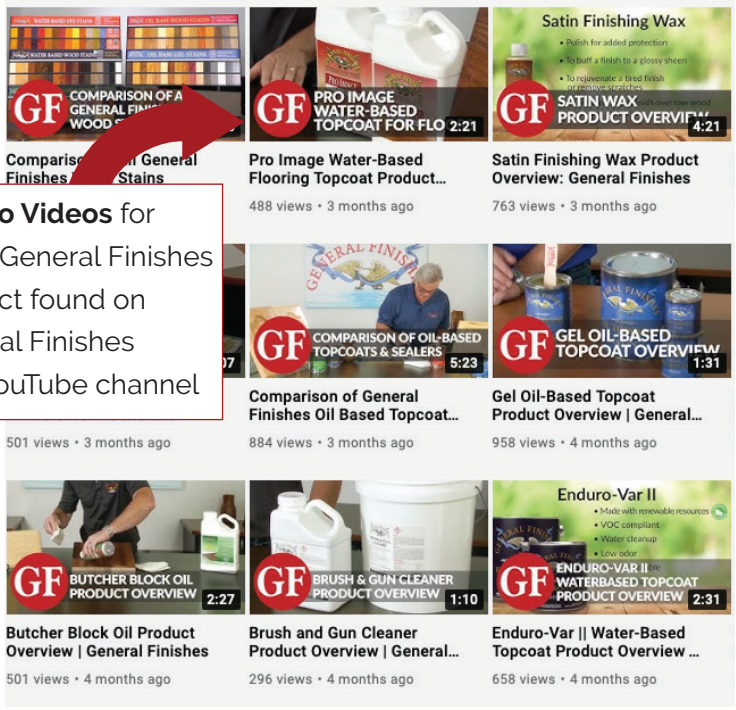


Vertical or aisle boards are for stores that prefer having attention-grabbing samples in the aisle. These two-sided displays are 6"W x by 36"H. They can be configured for your space needs.

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.



How to Videos for every General Finishes product found on General Finishes YouTube channel

THE GANG FROM GF



ROB SZWEDO
Rob was GF's first employee in 1979. 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.
rob@generalfinishes.com



TOM MONAHAN
Tom owned an antique restoration business and worked as a chemist in a water-based coatings company before joining GF in 1994. He began by developing and selling GF's water-based products. These days Tom stars in GF videos.
tom@generalfinishes.com



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 GF's product lines to meet our mission as America's leader in water-based technology.
ryan@generalfinishes.com



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, you will.
john@generalfinishes.com



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, and planning her next adventure.
sara@generalfinishes.com



JORDAN SZEWCZYKOWSKI
Jordan came to GF in 2016 with experience in real estate sales and retail management. Raised in East Troy near the factory, he grew up learning how to build and repair things, instilling a love for woodworking and finishing.
jordan@generalfinishes.com



MIKE ARSENAULT
Mike came to GF in 2022 with a BA in Business Management. From a military family, he's lived in Germany and Hawaii. Mike's 16 years in the golf industry taught him customer service excellence. He proudly brings those skills and experience to serve GF customers.
mike@generalfinishes.com



TIM NATHAN
Tim joined GF in 2014 to spearhead our entrance into the floor finish industry but eventually left to further his finishing experience with Basic Coatings. We never forgot Tim's charming personality, sales abilities and extensive knowledge of professional coatings, so in 2022 we lured him back to lead our Professional Coatings division.
tim@generalfinishes.com



KRISTEN GREENE
Kristen joins GF in 2022 after six years running her own interior design firm. She describes the wood element in the house (casings, base trim, etc.) as the jewelry of a home, a clear indication that she and GF are a perfect fit. She drives a GMC Canyon, hunts wild game, shoots skeet, and gardens, but her greater interest is doing anything with her spunky seven-year-old daughter.
kristen@generalfinishes.com



BRETT MORRIS
Brett came to GF in 2022 after spending the previous 2 years as a Mortgage Loan Officer. Raised in Walworth, Wisconsin, he graduated from UW Oshkosh in 2019 with a BA in Finance and Information Systems. Engrained with a love of the outdoors and archery, he enjoys practicing with his bow and scouting the whitetail woods in his free time.
brett@generalfinishes.com



BECCA DANKERT
Becca came on board in 2017 after using 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.
rebecca@generalfinishes.com



KATIE ADAMS
Katie has been with the GF for 14 years. Her first years were spent in the Lab testing the PH level of our water-based products. More recently she has been in charge of testing the scratch resistance for our topcoats. Always she has been a loyal and loving member of the GF family.
katie@generalfinishes.com

Tomorrow's Wood Finishes Today



GENERAL FINISHES
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MADE IN THE USA

Find Us On: generalfinishes.com

GF-RETAIL-BROCHURE-202301