



St. Louis Zoo
Dana Prospero
Birds Eye Floor Co. Inc.

This Issue

- Contractor Tips
Enter to Win a Dustless Buffer
- Contractor Spotlight
Jensen Hardwood
- Faces of Basic® Coatings
Tony Ziola
- NWFA Floor of the Year
DM Hardwood Designs
- Basic Coatings NOW on Facebook®
Become a Fan

Summer OF THE CONTRACTOR

Quick Tips and Tricks to Save Contractors Time

Novice wood flooring contractors and skilled professionals alike will find this compilation of contractor tips beneficial. Basic® Coatings has decades of experience with wood floors. We know what it takes to make wood floors beautiful and keep them that way. Our knowledgeable regional managers are in the field everyday with wood flooring contractors assisting with installations and troubleshooting. They see firsthand the real issues that contractors face and have real solutions for these problems. Basic® Coatings hopes these tips make your job easier and gets you to your next job faster.

1 Bucket for Rolling Finish

I like to use a five gallon bucket on rollers lined with a clear plastic bag. The bag absorbs any spilled finish that occurs while moving the bucket around. Then when I am finished I pour out the leftover finish and dispose of the bag. This eliminates bucket contamination and the cleanup is easy.

- Kevin Dodge (Birmingham, AL)

2 Inter-coat Abrasion without a Buffer

If the 24 hour recoat window has elapsed or you would like to knock down grain raise, you need to abrade in between coats of finish. Sometimes it can be a hassle to bring a buffer into a home or a small floor. I like to take sticky backed 180 or 240 grit sandpaper and apply to my microfiber mop. Then I just hand abrade these areas and I am off my knees. This technique also works well for white stain jobs and dark floors where you are afraid to bite into the stain. In addition, you can use this method to abrade the edges even when you are using a buffer.

-Wayne Highlander
(West Coast Regional Representative)

3 Finish Repair

When making minor finish repairs, apply several thinned coats of finish to the repair area to achieve the necessary build. A great way to apply thinned coats of finish to repair the area is to dilute finish in half with water. Then apply light coats of finish with a microfiber mop or thin cloth. The watered down finish dries quick so that multiple coats can be applied. You could even use a hair dryer to speed up the process. If you are having problems with lap lines you should tape off boards in a staggered pattern.

-Brett Miller
(Rocky Mountain Regional Representative)

4 Get Rid of Heavy Spots and Tannin Marks

Initially I recommended Lock N' Seal™ on white oak floors, now I recommend that contractors use Lock N' Seal™ on every job. I have found that it eliminates many problems where the t-bar mark was left or a puddle was missed. It really does make the wood floor finishing process so much easier because it conceals mistakes.

-Brian Pruitt
(Southern California Regional Representative)

5 Finish Debris

Cleaning dust with a microfiber mop before recoating the floor will lead to a smoother more perfect finish. It is often helpful to remove dust from window sills or counter tops to help prevent it from falling into the wet finish. You should also explain to homeowners that some amount of debris is acceptable and cannot be controlled. In addition, most of the debris will walk out over time. If you do see that one piece of hair that was missed, I like to use a fresh razor blade and lightly scrape across the high point. This will usually remove the hair without damaging the finish.

-Jim Yoder
(Midwest Regional Representative)

6 Slow the Finish Pour Rate

Cut out a piece of paint strainer or panty hose and take a zip lock tie and put it over the mouth of the container. Now you can easily strain your finish and slow down the pour rate.

- Drew Steele
(Southeast Regional Representative)

Share Your Secrets and Enter to Win!

Basic® Coatings knows contractors are just as innovative as our waterbased finishes. Do you have tips that you want to share with other wood flooring professionals?

Share your secrets of the trade and receive a free Basic® Coatings embroidered hat and be entered for a chance to win a Basic® Coatings Floor Dragon 17" Dustless Buffer.

To win just submit a short video demonstrating your favorite wood floor finishing technique or tip. Participants can also enter written tips that are accompanied by a picture. Your tips and techniques will be displayed on Basic® Coatings Facebook page. You can submit your videos and pictures through our Facebook page or email them to facebook@basiccoatings.com.



Contractor Spotlight

Jensen Hardwood

Rapid City, South Dakota is over 1,700 miles from the Atlantic Ocean and 1,300 miles from the Pacific; however Basic® Coatings featured contractor finds himself traveling to exotic ports frequently for work.

For the past 10 years Craig Jensen of Jensen Hardwood Floors has been installing, refinishing, and recoating wood floors on cruise ships worldwide and proudly applying Basic® Coatings.

Craig started his business 15 years ago in Rapid City with a determination to provide quality hardwood floors at a reasonable cost to consumers in the area. However, after one meeting at the NWFA convention with a cruise line, his area of work began to expand worldwide.

Craig has traveled to over 14 different countries sanding and finishing floors on various cruise ships in destinations such as Australia, Singapore, and Jamaica to name a few. On average Craig and his crew will board a ship in one port and sail for 3-5 days to a dry dock, refinishing or installing up to 13,000 sq. ft. in one trip with no more than 12 days to complete the task. They have refinished and installed new dance floors, casino floors, hallways, captain's corridors, and numerous other wood floors in various locations on the ships. All of the floors that Craig works on are coated with 2 coats of Emulsion™ and 2 coats of StreetShoe®. This system is something Craig refuses to deviate from. When asked "Why Basic® Coatings?" Craig explains "We wouldn't use anything else on the ships or in our homes; it's the only finish that can take the abuse of thousands of people dancing, walking, and enjoying their vacations".

So what is life like working on these ships? Craig explains that there are numerous challenges to working on the ships from power outages, logistical challenges getting equipment to the docks, and also sometimes no elevators. His crew has also endured extreme physical challenges of limited water and problematic hospitality conditions while on board these ships. However Craig adds the beauty of the end result of the floors is worth the hardships of the conditions.

The next time you are sailing the seven seas, or taking a salsa lessons on your Caribbean cruise just look down and remember that the floors you are walking on even in the middle of the ocean are probably finished with Basic® Coatings wood floor coatings. Thanks Craig for your continued business and support of the Basic® Coatings brand.



Award Winning

NWFA Floor of the Year Award

Congratulations to DM Hardwood Designs for winning their 20th NWFA Wood Floor of the Year Award.

The National Wood Flooring Association honored Dave Marzalek of DM Hardwood Designs with the Best Reclaimed Hardwood Floor of 2010. This winning floor was coated with Basic® Coatings Emulsion™ and StreetShoe®.

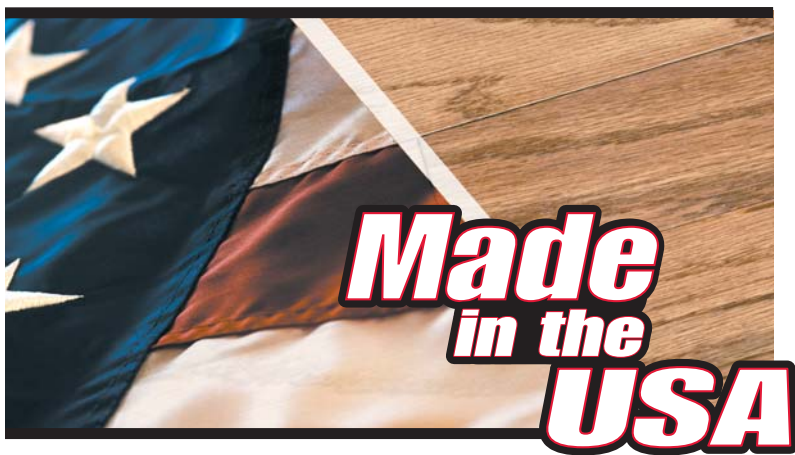
The winning reclaimed hardwood floor is located in the bedroom of Dave's actual house. The elaborate entry way of Dave's home won the trophy last year with his design of broken boards, end-grain logs, and a hand-cut-three-dimensional wildlife inlay.

The actual work was performed by students who attended a wood flooring school he held at his house. Dave plans to hold another school at his home next November and plans to take home Wood Floor of the Year again with his design.



**NWFA
Best Reclaimed
Hardwood Floor
2010**

Waterborne in the USA



Every one of Basic® Coatings innovative waterbased wood floor finishes proudly says Made in the USA on the packaging.

Basic® Coatings is based in the Midwest, in the heart of the America. When you purchase our products you're supporting an American brand and Basic® Coatings thanks you sincerely for your contribution.

To show our appreciation, Basic® Coatings supplied distributors with hats embroidered with our logo to distribute

to contractors with their purchase of qualifying Basic® Coatings finishes:

- StreetShoe®
- StreetShoe® 275
- Hydroline® Plus
- Emulsion™
- Commercial Catalyzed Sealer
- Lock 'N Seal™

Didn't receive your hat? No problem, you can enter online to win a free hat, t-shirt, or bumper sticker. Just visit www.basicoatings.com and click the "Click to Win" link on the top of our homepage.

Faces of Basic Coatings



TONY ZIOLA
Midwest Region

Consistent with Basic® Coatings commitment to provide quality field and technical support to wood flooring contractors, Tony Ziola has been added to Basic® Coatings sales team.

Tony will service the Midwest portion of the U.S. Prior to joining Basic® Coatings, Tony worked for several wood floor suppliers and manufacturers of wood floor finishes. He brings 15 years of experience in the wood flooring industry. Tony is dedicated to delivering quality customer service and growing the Basic® Coatings brand.

Tony will be responsible for day-to-day customer contact, providing training to distributors and contractors, and performing demonstrations of Basic® Coatings innovative products like the TyKote® Dustfree Refinishing System. His energy and wood flooring knowledge are sure to deliver great results.

Now on Facebook

Become a fan of Basic® Coatings on Facebook® and be the first to know about new products and special promotions.

You will also be able to network with other wood flooring professionals, share tips and tricks, and learn the latest news about waterbased finish technology. Don't have a Facebook® account? No worries you can still access the information posted without registering for an account.



**Find us on
Facebook**

www.facebook.com/basicoatings

This information is offered for the confidential use of Basic® Coatings personnel and the company's authorized distributors. It is presented based on our research which we believe to be correct and objective. No guarantee is expressed or implied. Please provide your own evaluation prior to drawing any conclusions.



For more information, contact your Basic distributor.
Visit our website at www.basicoatings.com or call us toll-free at 800-441-1934.

©2010 Basic Coatings All Rights Reserved.
1001 Brown Avenue • P.O. Box 3126
Toledo, Ohio 43607