



**Where Great
Finishes Start**



basic[®]

C O A T I N G S

Where Great Finishes Start



"The market is changing, and we wanted to switch from an acid cure finish to a low VOC waterbased finish. After testing many different waterbased finishes, we selected StreetShoe® 275 because of its superior durability and ease of use. Combining StreetShoe 275 and Emulsion™ produces a beautiful wood floor every time. I was completely impressed by the Basic Coatings brand, its knowledgeable sales team and their customer service staff. They made choosing Basic Coatings easy."

Mike Strand
Meyer Skidmore
Boulder, CO

Basic Coatings®

is the right choice for any wood floor. From our history in bowling alleys to the sports, residential and commercial markets of today; Basic Coatings® is the originator of superior waterbased wood floor finish in the USA.

For almost **30** years; Basic Coatings' products are proven to have superior quality with unsurpassed performance due to our comprehensive line of finishes, sealers, maintenance products and equipment.

Basic Coatings has grown to become a global leader in the development of innovative wood floor coatings for residential, commercial and sports floors. Basic Coatings is committed to providing only the highest quality coatings and maintenance products to customers by offering superior service, technical excellence and strict product quality control guidelines.

Where Great Finishes Started

In the Beginning ...

Basic Coatings' parent company, Atlas Products, purchased Perry Austen, a manufacturer of finishes and maintenance products for bowling lanes. During this time -- while non-flammable waterbased technologies were still in their infancy Basic Coatings took on the challenge of developing a quick drying, non-flammable waterbased coating that could withstand the wear and tear suffered by a wooden bowling lane. With a strong commitment to an environmental solution, the company became the leading supplier of waterbased bowling lane finishes worldwide.

 **Basic Coatings**

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COATINGS THAT WORK

Over the Next Two Decades ...

We took our expertise in waterbased technology and expanded it to other markets. Today we are a worldwide leader in the development of innovative coatings and maintenance solutions for residential, commercial and sports floors.

Our products are used in a wide variety of high end residential settings, commercial and high-traffic retail environments, and thousands of athletic facilities. We appreciate your interest in our history and plans for the future and want you to know we're dedicated to continuing and improving upon the process of offering coatings that work, for you!



Our Systems and Products

Innovative Wood Floor Products ...

Basic Coatings® history is full of innovative products for all facets of wood floor care. We offer solutions in all aspects of wood floor care from great finishes, sealers and cleaners to a variety of equipment products.



StreetShoe®

Waterbased Wood Floor Finish

Basic Coatings' StreetShoe provides the fastest cure on the market today, 90% in the first 24 hours, with top of line performance. It is the recognized industry leader in two component waterbased wood floor finishes.



EasyStreet™

One Component Clear Waterbased Wood Floor Finish

Our latest innovative finish, EasyStreet, takes one component technology to new heights of durability rivaling many two components on the market along with remarkable ease of application.



Professional Hardwood Maintenance

A Combination of Intensive Cleaning Products and Streetshoe®, a very durable protective coating.

Basic Coatings' unique system offers the ability to keep homeowner's floors maintained and beautiful. With low overhead and minimal product, dollars go right to the bottom line. Basic Coatings offers different hardwood maintenance systems and a retail program providing solutions for a variety of floors.

Our Offerings

Website

Basic Coatings® offers numerous resources to help you. Visit basiccoatings.com to view and download brochures, flyers, or MSDS sheets. You can also catch up on the latest industry news with Basic Coatings' blog and news sections.

Basiccoatings.com features a training library of videos and technical guides. These tools focus on a variety of topics including product demos, application techniques, troubleshooting and VOC regulations.

Need customized training?
Contact your Basic Coatings' Representative to develop a training program just for you.

Contractor Toolkit

Reach your customers with customized marketing tools that are designed to perform! The Basic Coatings' Contractor Toolkit portal is a marketing program that provides several different opportunities for you to create custom marketing resources to help grow your business such as custom brochures, yard signs, door hangers, direct-mail, postcards and mail stuffers.

Visit www.basiccoatings.com today and click on Marketing Shop/Contractor Toolkit.





Our Team

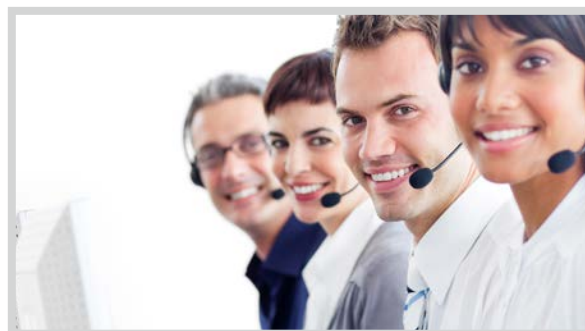
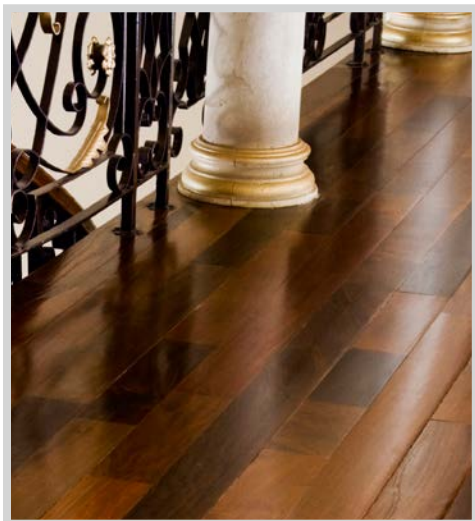
Experience

We employ an industry leading number of Regional Managers to personally assist you growing your business.

At Basic Coatings, innovation is also key to success, yours and ours. We have a fully staffed, advanced research and development coatings laboratory to provide new technologies in wood floor coatings and also provide our customers with readily available technical expertise. Our Customer Service Department and Business Development Representatives average over 20 years industry experience, affording you a wealth of knowledge and expertise.

"We switched from using oil to StreetShoe® over four years ago. The predictability, consistency and look when cured can't be beat. When doing commercial work, I exclusively use StreetShoe due to the durability and the fact that I can complete the job and have them back open the next day. My customers are always satisfied with the look and performance of StreetShoe."

Dean Hultman
Hultman Flooring
Porter, IN



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



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