

# BASIC is Better.

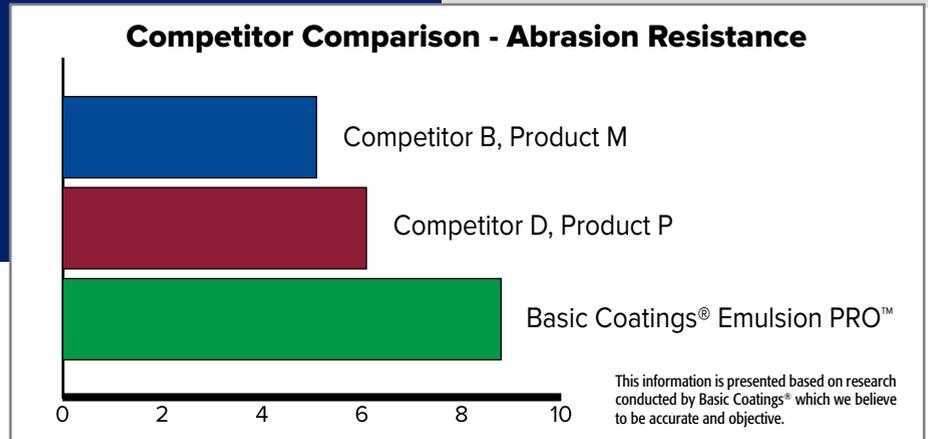
Over time, repeated traffic can wear down the finish that protects hardwood floor investments.

Some of the most common and most harmful kinds of traffic can come from pets, high heel shoes, and sliding furniture and appliances. Many people may not notice problems as they occur, but only after the damage has long been done when they could have drastically improved their floor's resistance to these common kinds of abrasion.

Abrasion resistance of a floor finish is simply a measure of how well the film can resist scratching, marring, being removed or gloss loss over time. Better abrasion resistance means resisting dirt and soil embedment better.

**To get the best abrasion resistance, use a better finish. Basic Coatings® Emulsion PRO™ is best in its class of finishes.**

The Basic Coatings research team conducted several abrasion tests on Emulsion PRO™ against the competition. Basic Coatings could easily differentiate finish wear properties by using a



*The Basic Coatings® research team conducted several abrasion tests on Emulsion PRO™ against the competition. Basic Coatings could easily differentiate finish wear properties by using a combination of Taber Abraser numbers, Gardner brush cycle tests, falling sand tests and external side-by-side gloss loss tests. The results were compiled and presented on a scale of 1 to 10, with 10 being the most resistant to abrasion and 1 being the least resistant.*

combination of Taber Abraser numbers, Gardner brush cycle tests, falling sand tests and external side-by-side gloss loss tests. Their results found that Emulsion PRO beat out competing polyurethane finishes. See the results above.

**Emulsion PRO has what many waterbased coatings do not – superior abrasion resistance and the warm, rich amber tones of an oil-based finish.**

Emulsion PRO is self-sealing, VOC-compliant and has an oxidative cross-linked urethane system that produces better wear properties than traditional oil finishes. Ideal for heavy traffic residential, commercial and sports floors, Emulsion

▶▶ *A superior floor finish like Emulsion PRO® can add years of life to your wood floors. With the ultimate resistance to abrasion, applying Emulsion PRO can extend your floor's life by up to 30-50%.*

PRO delivers a professional look while bringing out the beauty of your hardwood floor. Basic Coatings offers superior abrasion resistance over the competition over any length of time.

For more information on Emulsion PRO and Basic Coatings' other superior floor finish products, visit [www.basiccoatings.com](http://www.basiccoatings.com) or call (800) 441-1934, Monday through Friday 8:00 a.m. to 5:30 p.m.

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