



WHO IS WOODY FLOORMAN?

"He is the face of Basic Coatings, and reinforces craftsmanship, durability, and American-made integrity at every touchpoint."

basic[®]
COATINGS



BE AMERICAN. BUY AMERICAN.

Made in the USA equates to better quality and safer usage, thanks to the world's most rigorous production standards and stringent regulations.

- Buying American-made products means supporting Americans.
- At HQ, Basic Coatings provide fair wages and safe conditions for 300+ team members.
- Plus, money spent on goods made in the USA stays in the USA, contributing to our national economic stability.



WHY BASIC COATINGS?

For nearly 30 years, Basic Coatings has delivered American-made finishes trusted for their durability, consistency, and real-world performance.

"They don't cut corners. They build high-performance coatings, improve them every day, and stand behind them."

"They're continuously refining their products to make every job easier, every finish better, and every result more consistent."

FUN FACT

Did you know that Basic Coatings is the originator of water-based wood floor finishes, made right here in the United States?