



THE  
**NXT**  
GENERATION OF  
**StreetShoe**<sup>®</sup>  
ONLY GETS  
**BETTER!**

**How StreetShoe<sup>®</sup> NXT  
Stacks Up**

| Product                                      | Gloss Level |
|--|-------------|
| StreetShoe <sup>®</sup> NXT Gloss.....       | 80+         |
| StreetShoe <sup>®</sup> NXT Semi-Gloss.....  | 45 - 50     |
| StreetShoe <sup>®</sup> NXT Satin.....       | 25 - 30     |
| StreetShoe <sup>®</sup> NXT Super Matte..... | 10 - 15     |
| PureMatte <sup>™</sup> .....                 | 0 - 7       |

The launch of StreetShoe<sup>®</sup> NXT has been a great success and it keeps growing! For wood floor jobs that require the highest level of performance - StreetShoe<sup>®</sup> NXT has the durability and fast cure times that you need. It is available in four different sheen levels and with PureMatte<sup>™</sup>, you have five total sheen options for your customers.

StreetShoe<sup>®</sup> NXT Waterbased Wood Floor Finish with XL Catalyst is a waterbased system formulated especially for high traffic wood floors. It provides a clear finish

that remains unmatched in performance and durability. StreetShoe NXT contains special UV inhibitors that provide even more protection for your floor from the sun's harmful rays.

- ◆ Nano Technology for Extreme Durability
- ◆ 90% cured in 24 hours
- ◆ High Build Formulation
- ◆ Apply Directly Over Stain
- ◆ 275 VOC; LEED compliant
- ◆ UV Light Inhibitors

**NEED HARDWOOD FLOOR TIPS AND IDEAS?**

Visit our blog for helpful tips on refinishing and maintaining hardwood floors in commercial, residential and sports environments.

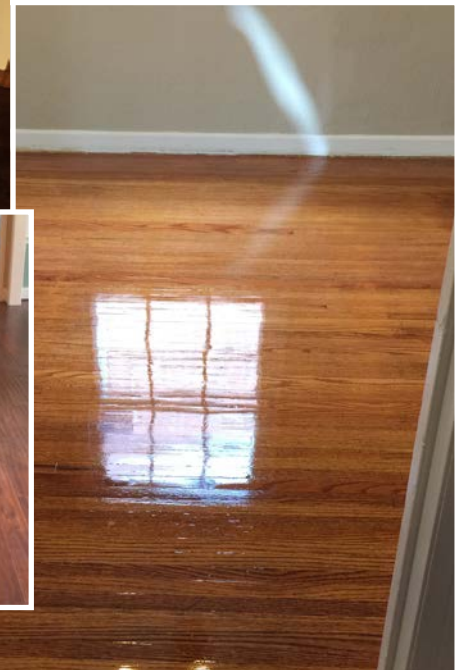
**Want to share your Basic Coatings success stories?**

Visit our testimonials page on basiccoatings.com to fill out a testimonial and be featured on our website.

**Are you on Houzz and Instagram?**

Contractors and homeowners love sharing their project photos with us!

Tag @BasicCoatings or hashtag one of our Basic Coatings wood floor finishes on Instagram or Houzz and win a **FREE T-SHIRT!**



Visit our Blog for  
**"Is Winter a-SALT-ing Your Floors?"**





Basic Coatings is committed to educating and expanding the knowledge of Basic Coatings' distributors and contractors. Our multi-channel learning platform offers both online module training through basiccoatings.com and hands-on training with our Basic University classes.

## CERTIFICATION BRINGS BUSINESS TO YOU

### Upcoming Classes

**March 27-29**

Contractor Class

### Hardwood Cleaning & Maintenance

**March 29-31**

DSR Class

### Basic Coatings Distributor Sales Rep Training

\*Class dates are subject to change



### BECOME A CERTIFIED CONTRACTOR

Two-step certification program brings business to you! Once you become a Basic Coatings Certified Contractor your name will appear under our expert locator on basiccoatings.com. Your certification –backed by our proven history of superior, American made wood floor coatings – will prove a winning combination and help drive additional leads to your business.

Our online resource library provides access to training modules and certification for the following areas: Wood Floor Cleaning and Maintenance, TyKote® Dust-Free Refinishing System, Wood Floor Craftsman and an advanced Sports Floor Program module.

**Step 1** - Complete the online training module for the chosen knowledge area.

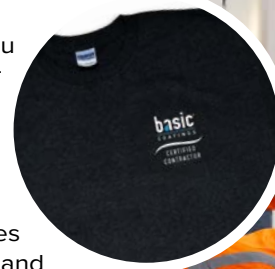
**Step 2** – Complete a hands-on demo with a Basic Coatings Regional Manager.

### HANDS-ON TRAINING CLASSES

Mark your Calendars – Our hands-on classes provide expert instruction in our newly constructed training center. Learn from industry professionals on Basic Coatings products as well as application techniques and equipment operation. Class dates vary and seating is limited. For more information on training classes or becoming a certified contractor please contact Jim Owen at [basictraining@basiccoatings.com](mailto:basictraining@basiccoatings.com) or go to [www.basiccoatings.com/resources/training](http://www.basiccoatings.com/resources/training).

*"I recently became a Basic Coatings Certified Contractor and just after being listed on the basiccoatings.com contractor locator, I received a customer referral almost immediately! This particular job turned into an excellent \$6,000 project. I believe this exposure is going to continue being a great source for future projects."*

*Rick Wilson, The Floor Man Co.*



## ANTICIPATE AND EXCEED EXPECTATIONS

For more than 60 years, Basic Coatings has been a premier manufacturer of OMU and waterbased sports floor finishes. From the NCAA to your local high school, our superior finishes have coated millions of square feet of gym floors. But did you know:

**Basic Coatings has a sports flooring expert dedicated to help you achieve rave reviews and help conquer any problems that may arise?**

We do, and Rob is here to help you with any of your sport flooring challenges.

Rob Zehnder, Basic Coatings National Sports Floor Manager, has 30 years of hardwood flooring experience. He has an extensive background in residential, commercial and within the sports flooring market. He holds many gym floor certifications and has extensive training with NWFPA and is a NWFPA Certified Wood Floor Inspector.

Basic Coatings is committed to providing you with the highest level of customer service, and to assist you in achieving a final result that allows you to continue to choose Basic Coatings for your sports flooring projects.



## DON'T TAKE OUR WORD FOR IT

Recently, a Toledo high school basketball court was renovated and coated with StreetShoe® NXT. St. Francis de Sales High School gave their basketball court a major face lift and it looks INCREDIBLE! Michael Mann from FloorCraft Designs was the flooring contractor who made this beautiful court a reality.

"We are extremely pleased with how your StreetShoe® NXT finish really put our gym floor renovation over the top. Everyone in our school community – from the players to our alumni – have had nothing but great things to say about how the floor turned out. The StreetShoe® NXT finish was the last piece to the puzzle that has helped build a buzz, not only around St. Francis, but the entire city of Toledo when it comes to our gym floor."

John Hall – Athletic Director, St. Francis de Sales High School

## ASK THE EXPERT

### Oil Based Soaps

**Q:** When working on recoat jobs, how do you recommend handling issues with oil-based soaps that build up and may cause peeling?

**A:** Basic Coatings I.F.T. (Intensive Floor Treatment) can save the day. I.F.T. is an aggressive cleaner that will easily remove ground-in dirt, body oils, shoe marks, ball scuffs, spilled beverages, etc. It will also remove household waxes, oils and polishes. I.F.T. is the first step in a two-part cleaning process to prepare floors for the TyKote® Dust-Free Refinishing System. Then use Squeaky® Floor Cleaner to neutralize and get a final clean before coating with a superior waterbased wood floor finish like StreetShoe® NXT.

If you have a question concerning hardwood floor refinishing, please email [basictraining@basiccoatings.com](mailto:basictraining@basiccoatings.com)

