



Finishing Tips for Applying Basic Coatings Waterbased Urethanes

Every finish has its unique properties, which can be learned with repetitive use. After using a finish repeatedly, you begin to learn the situations that are ideal and, of course, the situations that will lead to the urethane underperforming. Unfortunately, underperformance leads to dissatisfaction in a product that when applied correctly would look beautiful and perform up to and sometimes beyond everyone's expectations.

Most of us have used oil based urethanes in some form or another and can anticipate problems or have the answers to why they reacted a certain way. Enclosed are **Basic Coatings** "M.A.S.T.E.R.S." on-site tips to help users become familiar with waterbased finish and become a master at applying waterbased urethane.

Give special attention to point "A" on the enclosed sheet. Airflow is very important for good results. Adequate ventilation can be windows opened 2-3 inches at the top or a box fan in a window that always blows away from or out of the building. This is critical as adequate ventilation will remove solvents from the atmosphere of the room and harden the finish. Waterbased finish is in most cases more scratch resistant than oil based finish and very durable. Having the proper ventilation will create the right atmosphere for professional results in durability and beauty.



The most popular finishes used |

- **StreetShoe** – waterbased wood floor finish
 - ✓ The fastest curing finish on the market (90% in 24 hours).
 - ✓ Ideal for commercial, sports and residential applications.
 - ✓ UV inhibitor minimizes wood color change.
- **Emulsion** – advanced oil and water wood floor finish
 - ✓ A warm, rich, amber tone.
 - ✓ VOC compliant.
 - ✓ Ideal for exotics.



M.A.S.T.E.R.S

BECOME A MASTER OF WATERBASED FINISH

Mixing – Read your labels. Some are shaken, some are stirred, and most have a rest period before use. The label will tell you what application tools are recommended, proper spread rates and the proper method of applying your next coat of finish.

Airflow – During application, allow little to no airflow. Once finish has set around 30 minutes, start air flowing away from the floor to remove finish solvents from the room. Two hours of ventilation is a good rule of thumb before shutting down the job site. Remember: never blow directly on the floor as it will cause skimming.

Note: Air conditioning will not remove solvents. It just cools the solvents and settles them back on the floor; which softens the finish and could cause easy scratching or premature scuffing and marring. If the job site conditions are air-tight while the finish is drying; it will also soften the finish.

Sunlight – Solar flare: try not to coat in direct sunlight or during that portion of the day. Shade the windows to eliminate direct sunlight on the floor. Watch air vents and appliances that blow hot air across the floor. These situations can cause premature drying, skimming and streaking.

Temperature – Acclimate your finish to your job sites. Do not leave it in your truck until you are ready to coat. Make sure the job site can maintain a proper temperature while the finish is drying and curing.

Expectations – Keep your customer involved in all aspects of the job: kids, pets, dry times, noise, odors, maintenance issues, cleaning kits, soft bottoms on furniture where it will come in contact with floor surface, and — most importantly — how the floor is going to feel and look. It's not furniture — it's a wood floor. Answer their questions before they ask them.

Recoats – The life of the floor and the finish depend on maintenance and recoats. It's also a great way to keep in touch with your customer and add to your bottom line.

Sales – Sell yourself; then sell your services, degrees, awards, special jobs portfolios, testimonials and time in the business. Your qualifications should put the customer at ease. They show that you take pride in your craft. Use product brochures. Vendors spend a lot of time and money to develop these sales aids, and they are readily available and usually free. It's another way to set you apart from your competition. It also gives you the opportunity to up-sell.