PROFESSIONAL WATER BASED PRODUCTS
General Finishes is proud to offer a variety of Environmentally-Friendly products to meet your GREEN Standards including:

- EPA (Architectural, Cabinets, & Furniture)
- California (SCAQMD), Wood Coatings
- U.S. Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED) programs

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>EPA 40 CFR Parts 9, 59, &amp; 63</th>
<th>SCAQMD RULE 1136</th>
<th>USGBC LEED EQ Credit 4.2</th>
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<tbody>
<tr>
<td>Enduro CLEAR ACRYLIC</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Enduro CLEAR POLY</td>
<td>✓</td>
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<tr>
<td>Enduro PRE-CAT URETHANE</td>
<td>✓</td>
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<tr>
<td>Enduro SANDING SEALER</td>
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<td>Enduro PRE-CAT SANDING SEALER</td>
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<tr>
<td>EF WOOD STAIN</td>
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<tr>
<td>Enduro INDUSTRIAL STAIN</td>
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<td>Enduro DYE STAIN</td>
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<td>EF GLAZE EFFECTS</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Enduro WHITE UNDERCOAT</td>
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PROFESSIONAL WATER BASED PRODUCTS
WATER BASED WOOD STAINS

- Two Viscosities:
  1) Semi-Gel - brush or spray
  2) Industrial - thinner version for spraying

- Proprietary blend of pigments and metal complex dyes for depth and clarity

- VOC <250 g/l (2.08 lbs/gal)
- % VOC 1.8 – 3.8%

- Dry: 1-2 hours
- To topcoat: 1-2 hours

- Available in gallons, 5 gallon pails and 55 gallon drums.
WATER BASED TOPCOATS

Enduro Water Base vs Competitive Solvent Base

<table>
<thead>
<tr>
<th>Solvent Base Lacquer</th>
<th>Pre-Cat Urethane</th>
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<tr>
<td>Enduro Clear Acrylic</td>
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<tr>
<td>Solvent Base Pre-Cat Lacquer</td>
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<tr>
<td>Enduro Clear Poly</td>
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<tr>
<td>Solvent Base Conversion Varnish</td>
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<tr>
<td>Enduro Pre-Cat Urethane</td>
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</table>

- Chemical Resistance
- Boiling Water
- Acetone Resistance
- Lacquer Thinner Resistance
- Taber Abrasion
- König Hardness

All Enduro topcoats
- Available in gallons, 5 gallon pails, and 55 gal drums
- Dry time: 10-20 minutes tack free, 30 minutes to 2 hours recoat
- No thinning necessary
- Sheens: Flat (10), Satin (35), Semi-gloss (50), and Gloss (90)
- May be catalyzed with GF Crosslinker
- Low VOC
- Non Flammable
- Water clean up
- No odor

Pre-Cat Urethane
- Our best overall topcoat
- Formulated with the latest catalyst technology
- Maximum durability (equal to conversion varnishes)
- Excellent water, chemical, and abrasion resistance
- VOC <260 g/l (2.17 lbs./gal)
- %VOC 6.8%

Pre-Cat Sanding Sealer
- Specially formulated for Pre-cat Urethane
- May be used with all Enduro topcoats
- Pre-catalyzed
- Easily sandable
- Fast film build/High solids
- Fast dry
- VOC <150 g/l (1.25 lbs./gal)
- %VOC 4.5%
Clear Acrylic
- Valued priced
- Suitable for millwork and case goods
- Acrylic resin
- Dries hard and fast
- VOC <275 g/l (2.29 lbs./gal)
- %VOC 13%

Clear Poly
- High performance, urethane fortified
- Suitable for table tops and kitchen cabinets
- High solids content
- VOC <275 g/l (2.29 lbs./gal)
- %VOC 13%

Sanding Sealer
- High solids content
- Use with Enduro Clear Acrylic and Clear Poly (not Pre-Cat Urethane)
- Fast film build, easily sandable, and fast drying
- VOC <275 g/l (2.29 lbs./gal)
- %VOC 13%

Crosslinker
- Adds 20% to 30% durability to any Enduro topcoats
- Environment friendly, non-toxic
- VOC 0 g/l (0.00 lbs./gal)

Extender
- Blended additive to increase open time, flow, or stain dilution
- May be used with all Enduro water-based products
PIGMENTED ACRYLICS

- 100% Acrylic
- Tintable for custom color
- Provides a hard, durable finish to cabinets and millwork
- VOC 240 g/l (1.01 lbs/gal)
- % VOC 9.9%
- Dry: 15-30 minutes
- To sand: 30 minutes - 2 hours
- Sheens: Satin, Semi-gloss

WHITE UNDERCOAT

- High solids primer for pigmented acrylics
- Tintable for custom color
- Perfect primer for MDF
- VOC 237 g/l (1.98 lbs/gal)
- % VOC 10.9%
- Dry: 10-30 minutes
- To sand: 30 minutes - 2 hours

CUSTOM COLOR MATCHING

- Tint Bases: White, acrylic, or poly
- All popular commercial fan decks (Sherwin Williams, Ben Moore, etc.)
- We match any custom color
- Quick turn around

DECORATOR WHITE  DOVER WHITE  WHISPER WHITE

ANTIQUE WHITE  SWISS COFFEE

EUDURO BLACK  EUDURO WHITE

PROFESSIONAL WATER BASED PRODUCTS
**MILK PAINTS**

- 100% acrylic based paints
- Twenty popular stock colors
- Available in custom colors
- Tintable
- Flat Sheen
- Brush or spray
- Interior and exterior rated
- VOC <150 g/l (1.25 lbs/gal)
- % VOC 4.4 – 4.8%

**GLAZE EFFECTS**

- Translucent colors used to create beautiful decorative finishes
- VOC <350 g/l (2.2 lbs/gal)
- % VOC 4.2 – 7%

All Glaze Colors Shown on Antique White.
EXTERIOR 450
WATER BASED
OUTDOOR FINISH

• Clear water base varnish
• Designed for brush or spray exterior wood applications
• Provides outdoor woodwork with a tough, protective finish that will withstand the rigors of sun, rain, and wind
• Fortified with UV absorbers and mildewcides to minimize fading and extend the performance.
• Perfect for Exterior Projects

• VOC <150 g/l (1.26 lbs/gal)
• % VOC 4.95%
• Dry: 20 minutes - 2 hours
• To topcoat: 30 minutes - 2 hours
• Available in quarts, gallons, 5 gallon pails and 55 gallon drums
• Sheens: Satin, Semi-Gloss, & Gloss
• Available in white and custom colors
WATER BASED DYE STAINS

• Excellent transparency, clarity and light fastness
• Use to match colors or as stand alone colors
• Mix with water based wood stains for custom colors
• For deeper tones, use as an undercoat with water based wood stain
• VOC <350 g/l (2.91 lbs/gal)
• % VOC 1.4 – 5.2%
• Dry: 15 minutes – 2 hours
  To topcoat: 15 minutes – 2 hours
• Available in pints, quarts, gallons, 5 gallon pails and 55 gallon drums

USE DYE STAINS AS TONERS

MIX 1-PART VINTAGE CHERRY
3-PARTS WATER BASE TOPCOAT

PROFESSIONAL WATER BASED PRODUCTS
GENERAL FINISHES **COLOR STUDIO**...

- is designed to tint the following General Finishes water base colors:
  - Milk Paint
  - Dye Stains
  - Enduro Pigmented Acrylic
  - Industrial Water Base Stains
  - Semi-Gel Water Base Stains

- offers 720 additional colors with the General Finishes Fan Deck

- offers the flexibility of expanding the color choices using popular commercially-available fan decks (Sherwin Williams, Ben Moore, etc) which are pre-loaded into our data base

- allows the ability to have us custom-match any color and provide you with the formula

- greatly reduces inventory and inventory costs

- comes complete with an operating manual, Fan Deck, formulations, and a variety of tinting hardware options
For the last twenty years General Finishes has been a recognized pioneer in the development of water base stains and finishes. Our topcoats have won three national competitions judged by Woodworking Magazine against numerous major manufacturers. Although by size not in the category of a major manufacturer, we are an aggressive supplier of water based technology to cabinet shops and manufacturers. We have the deepest lineup of water based products in our industry: pigmented stains, dye stains, colored acrylics, glazes, exterior coatings, acrylics, polyurethanes, pre-cat urethanes, sanding sealers, custom matching ability, and finally color studio setups for you to tint your own products. Let us show you what we can do for you.

Rob (our longest serving employee) joined General Finishes in 1979 at an age that required him to ride his bike to work before he got a drivers license. He was the only employee at the time, and he claims to have been in charge of everything including product development, accounting, and bank relations. We do know as factual that Rob subsequently performed every menial job possible at General Finishes before taking on meaningful work. In 1993 Rob moved from production to sales and proved to be much, much better in that capacity than anyone, including himself, ever expected. Currently Rob handles sales in the Western US and Canada. Rob also started working in research for oil products and culminated his R&D career by engineering General Finishes oil gel line in 2002.

Rob is married and been blessed with 2 beautiful daughters. He loves golf and is an avid woodworker.

Born in St. Louis, Bill graduated from the University of Missouri with degrees in biology and chemistry. He began his career as a coatings chemist with Steelcote, then worked as a R & D chemist for Akzo Nobel, moved on to coatings sales and marketing with C.L. McGuire, and finally accepted a position to run the raw materials division of Essential Industries. Bill joined General Finishes in 2004 in the dual role of water based chemist and sales manager for the Midwest. He has had several articles published related to coatings technology in the Journal of Coatings Technology and the Journal of Protective Coatings and Linings.

Bill is married and has three wonderful children. He loves to coach and play basketball whenever he can, and is a die-hard St. Louis Cardinals baseball fan.

John Adams has been General Finishes’ west coast representative for 20 years. He usually has lots to say, but when asked to provide a simple biography he had nothing to say. So if you are on the west coast you might contact him and find out about our products and his life. We do know that he has a wonderful wife and two bright children. John and Lilly just started a west coast distributorship in Hesperia, Ca. for General Finishes products.

Tom Monahan was born and raised on a farm in Wisconsin where all boys learn to develop a bulldog personality and an ability fix anything, both traits having served him well ever since. At nine Tom learned to make paint from a master Norwegian house painter. Later he owned an antique restoration business and then worked as a hands-on chemist in a water based coatings company. Tom joined General Finishes in 1994 and immediately set to work developing our water based ability including our stain and our milk paint lines. His sales responsibilities are the Southeast U.S. and U.K.

Yes, Tom is married to Sheryl (see below) and he has been a terrific father to four now young adults, ages from 15 to 24. He consumes any information available on any media and can talk about any of it, including most of all music.

Sheryl Monahan, a good German girl, has spent her entire life in Wisconsin. After graduating from U of Wisconsin (Stout) with a degree in interior design in 1984, she began her sales career in the retail furniture market before managing an unfinished furniture store in Milwaukee. Her background in furniture and stains made her a perfect fit when she joined General Finishes in 1996. Sheryl naturally picked up and has become our leader in the furniture industry's emphasis on specialty finishes and new colors. Her sales territory is the East Coast.

Sheryl and Tom (another benefit of working at GF is our in house dating service) are often found in their backyard working on their gardens or kicking around antique stores.

Douglas Doyle has been General Finishes’ mascot for seventeen years appearing on many of our promotional pieces and now on our Enduro labels. He insisted on organic food and a healthy living environment, and he always got his way. Recently Doug headed to heaven, but his “go green” mantra lives on with the General Finishes product line. We’ll miss you, you wonderful rascal.

PROFESSIONAL WATER BASED PRODUCTS