



NEWS RELEASE

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Going for Old Distressed and hand scraped flooring trend continues to build in 2008 *But not all finishes will give you the look*

CLEVELAND, OH, March 11, 2008 – While the demand for hand scraped and distressed wood flooring continues to grow, flooring specialists are discovering not all wood finishes are created equal in achieving this look. Some of the most popular finishes simply do not work. After much trial and error, specialists have discovered the key to creating the rich, old world look is to use the right oil-based finish.

The makers of Waterlox, a tung oil-based finish, have seen an increase in demand for their products due to the interest in rustic flooring and home furnishings and the need for a wood finish that can pull off the distressed look.

Popular in upscale homes and commercial buildings, hand scraped and distressed floors provide the classical look of an old, reclaimed floor with a textured surface and random markings. The technique recreates the look of floors that were installed a century ago as rough planks and then hand scraped for the purpose of making them flat and smooth. Today, hand scraping is done to create the character markings and vintage appeal.

The finish applied to these floors can make all the difference in carrying out the old antique look. While polyurethane finishes leave a plastic layer on top of the textured wood surface, oil-based finishes such as Waterlox penetrate into the pores of the wood, providing a rich, natural looking surface that enhances the beauty of distressed flooring. Polyurethane finishes provide a surface coating and are more likely to crack and peel in these uneven areas, as they do not penetrate the wood as well. Because it is specially formulated to blend into wood fibers, many flooring professionals are turning to Waterlox to solve this problem.

Another major obstacle in creating a distressed floor comes with sanding. When you apply finish to hand scraped or distressed flooring, sanding in between coats is not an option – it will destroy the unique texture of the floor. This makes applying polyurethane finishes particularly difficult. With Waterlox, it is never necessary to sand or screen between coats for adhesion purposes. Stain can also be added to Waterlox, eliminating the time-consuming effort of staining separately.

“We hear from many flooring specialists who’ve grown frustrated with the polyurethane finishes,” said Jay Hawkins, CEO, Waterlox Coatings Corporation. “They simply don’t work on hand scraped or distressed floors. The finish doesn’t soak into the wood properly. It cracks up or peels leaving the specialist with the headache of having to redo the entire job. They find that with Waterlox they can get the job done right the first time.”

Made with an exclusive blend of tung oil, resin and mineral spirits, Waterlox penetrates deep into the wood pores forming a bond from within. Unlike oil modified or water based polyurethane finishes, Waterlox is absorbed by the wood, so the finish will not crack, chip or peel. This

penetrating feature also gives wood an “open pore” appearance and leaves it with the look and feel of a naturally oiled wood surface.

Waterlox provides the additional benefit of forming a surface on the wood that is waterproof, durable enough to withstand heavy foot traffic and protects against household spills. The finish is easy to apply, repair and re-coat when necessary.

“Many of our customers have used Waterlox to increase sales,” Hawkins said. “They’ve been able to achieve such a distinctive look with the finish that it has given them a competitive edge. Their customers see the floor and want to know why it looks so much better, so different from the rest.”

The tung oil base in Waterlox brings out a deep patina of the wood, enhancing its grain and natural beauty. The finish creates a cozy, old home appeal that looks as though it was hand-rubbed into the wood – although the look can be achieved with the ease of a brush or applicator.

In addition to being a preferred finish for hand scraped floors, Waterlox finish works especially well on exotic woods. Waterlox is better able to penetrate into the dense and oily surface of some of the most unusual woods being used in flooring today.

About Waterlox

Waterlox Coatings Corporation is a family owned, four generation-old company based in Cleveland, Ohio, and has been a leading manufacturer of premium wood floor finishing solutions since 1916. Waterlox products are hand-made in Ohio and represent the flooring industry’s highest level of quality protection and are available at hardware stores, flooring supply distributors, paint stores, as well as online or via phone.

For more information about Waterlox, please visit www.waterlox.com or call (800) 321-0377.

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