

ENDURO[®]

— BY GENERAL FINISHES —



THE GOLD STANDARD FOR PROFESSIONAL WATER-BASED FINISHES™



ABOUT GENERAL FINISHES

General Finishes was founded in 1928, and when I bought the company in 1984, annual sales were just \$200,000. The facility was a tiny store front, once a dry cleaner, in West Allis, Wisconsin. There were just two of us. Rob Szewdo made the products one can at a time, and I sold them one store at a time.

We moved to a real factory in 1988 and added a six-head pour machine with an automatic ladder (wow!). We bought a used forklift (called her Elle as she was gorgeous) and our ranks swelled from two to six.

By 1992 we were still just another oil-based finish company with a limited future. We then made the decision that changed General Finishes forever: We irrevocably committed our resources to water-based finishes, something few manufacturers were interested in at the time. With dogged persistence through some tough times, we created a diverse product line of great water-based stains and finishes.

We won the first of three major water-based competitions against national manufacturers in 1996, and by 2000 we were recognized as a leading innovator in the development of water-based stains and finishes. In 2020, General Finishes introduced "renewable resources" into its water-based products, a technology that is the future of coatings. These bio-based resources are made from vegetable-based fibers and oils, such as corn, soybeans, wheat, cotton, and even marigolds. Best of all, they replace petroleum ingredients and do not compromise results.

Over the years, General Finishes has grown in square-footage and staff as we expand production and continue to innovate wood coatings. Although not a comparatively big manufacturer by size, we have the deepest line of water-based and oil-based products in the country. General Finishes is sophisticated enough to tackle all your needs, and small enough to give you service the big guys don't have time for.

George C. Adams, President
General Finishes Corporation



LOOK FOR THE GREEN ICON

General Finishes manufactures wood coatings made with more than 50% renewable resources, formulated from sustainable materials that decrease the carbon footprint, such as vegetable oils and plant proteins.

LIMITED WARRANTY: General Finishes products must be tested to your complete satisfaction before using. GF will not be responsible for color satisfaction, misapplication, nor compatibility with other manufacturers' products. GF will be responsible only for the cost of our products, and not for costs such as labor, damage or project replacement.

ENDURO® LINE OF PROFESSIONAL PRODUCTS



AMERICA'S GOLD STANDARD FOR PROFESSIONAL WATER-BASED FINISHES™

- **EXPERTS IN WATER-BASED TECHNOLOGY**
GF was founded in 1928 and has focused on water coatings for the last 30 years, winning numerous awards for product experience.
- **100% MADE IN THE USA**
And always available.
- **CUSTOM FORMULATED COATINGS AVAILABLE**
For use on a variety of substrates.
- **VOC COMPLIANT IN ALL STATES**
Safer, no solvent fumes, low odor on-site finishing, and non-flammable.
- **PERSONALIZED SERVICE AND TRAINING**
GF reps have thorough product knowledge and will provide onsite training and advice, including how to smoothly switch from solvent to water. They are easily accessible by email or phone.
- **COMPREHENSIVE PRODUCT INFORMATION**
GF website (GeneralFinishes.com) provides a large knowledge base of videos that explain GF products and how to use them.
- **KCMA STANDARDS**
All GF topcoats meet or exceed KCMA standards.

“ We have been a customer of General Finishes for over 10 years and love their products, service, and durability. Water-base products help keep our people healthy and our customers safe also.”

Jim Dorff, President, 365 Renovations



READY-TO-MATCH STAIN



RTM Stain TDS

Ready-to-Match (RTM) Stains are made with dye/pigment combinations. The RTM system allows professionals to efficiently match any existing stain with ease.

Interior only • Brush • Spray

- **FAST:** The **Sample Chip Box** contains 100+ custom color chips in your choice of Oak/Maple or Alder/Maple.
- **SIMPLE:** Includes **12 stock colors and a clear base**, allowing you to create an endless number of custom colors.
- **EASY:** We provide a **Digital Formula Book** with formulas for 100+ chip colors and a thumb drive for storing individual customer data.



Tint White



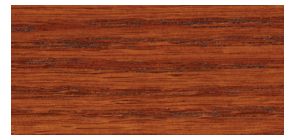
Tavern Brown



Red



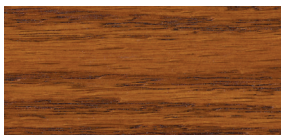
Raw Sienna



Trans Red Oxide



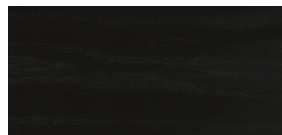
Tint Gray



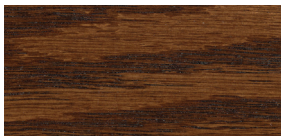
Golden Brown



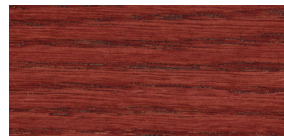
Raw Umber



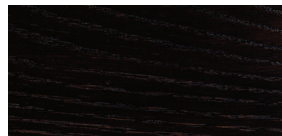
Strong Black



Burnt Umber



Bordeaux



Tint Black



RTM Chip Box in Oak and Maple or Alder and Maple. Pour lids available.

“ As a first-time user, the RTM system exceeded all expectations. I found an exact color match within 2 minutes and application was phenomenal. ”

Rob Stocker, Associate, Northville Paint

EXTERIOR 450 STAIN



Exterior 450
Stain TDS

Exterior 450 Stains are made with renewable resources, such as vegetable oils and plant proteins, as well as UV absorbers and mildewcides. They perform well over new or existing wood finishes, fiberglass, and composites. Not intended for decks.

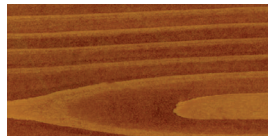
Exterior only • Brush • Roll • Spray



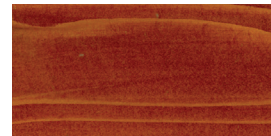
Pre-Stain Natural Base



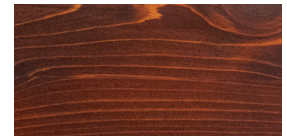
Butternut



Chestnut



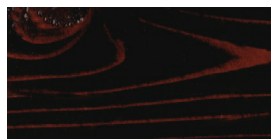
Cedar



Mesquite



Red Mahogany



Coffee Bean



Black Walnut



Aged Gray



Stormy Gray

EXTERIOR 450 CLEAR & WHITE TOPCOAT



Exterior 450 Clear
Topcoat TDS

Exterior 450 Clear & White Topcoats are polyurethane/acrylic formulations that provide a flexible film that moves as temperatures change. UV absorbers protect the finish from breaking down, and mildewcides slow mold and mildew growth. Use on furniture and vertical new or existing wood finishes, fiberglass, and composites. Not intended for decks.

Exterior only • Tintable • Brush • Roll • Spray

Sheens available: Flat • Satin • Semi-Gloss • (450 Clear only) Gloss



Exterior 450 White
Topcoat TDS

“ I was skeptical about the longevity of a water-based exterior product, but General Finishes Exterior 450 has exceeded all expectations and now I won't use anything else. ”

Katie Menhart, Owner, Nova Design and Build



2K CLEAR & 2K WHITE POLY



2K Clear Poly TDS

Tintable 2K Clear and 2K White Polys are 2-component polyurethane topcoats. They are General Finishes' most durable topcoats for any commercial application, either interior or exterior. They can be used over powder coatings, pre-primed steel, fiberglass, MDF, and all wood surfaces. Custom factory tinting is available. Requires *Enduro NCO Catalyst*.

Interior/Exterior • Tintable • Spray only
Sheens available: Flat • Satin • Semi-Gloss • Gloss



2K White Poly TDS



“ We have been testing the new Industrial 2K coatings from General Finishes and I have been very pleased with the results. I have had a long relationship with the team at General Finishes and I am very excited to see them introducing these new coatings to the market.

Denny Jahnz, Cabinet ReNu

CLEAR, WHITE & BLACK POLY



Clear Poly TDS



White Poly TDS



Black Poly TDS

Clear, White and Black Polys are tintable self-crosslinking, urethane/acrylic topcoats that are equivalent to solvent-based conversion varnishes. They may be used over fiberglass, MDF, and all woods. Custom factory tinting is available.

Interior only • Tintable • Spray only

Sheens available: *(Clear Poly only)* Dead Flat • *(White & Clear Poly only)* Flat
• Satin • Semi-Gloss • *(Clear Poly only)* Gloss

“ Having White Poly for various projects like table bases and cabinetry is a huge asset and time saver. It also delivers a very tough and durable white final coat for these surfaces in multiple sheens. Saving time and money for me is always a win with a great product like White Poly. It looks perfect when sprayed! ”
Bill Byrne, William Patrick Customs

PRO SERIES POLYURETHANE CLEAR & WHITE



Pro Series Poly Clear TDS



Pro Series Poly White TDS

Pro Series Polyurethane Clear and White are tintable self-crosslinking polyurethane/acrylic topcoats engineered for the competitive contractor market. Their high solids provide fast build and 2-coat hide.

Interior only • Tintable • Brush • Roll • Spray

Sheens available: Flat • 20° Sheen • Satin • Semi-Gloss

“ Mid-Am has been using drums of General Finishes new Pro Series Polyurethane (White and Clear) for several months, and the results have been excellent. ”

Greg Cruse, Finishing Supervisor, Mid-Am Building Supply, Moberly, Mo



PRE-CAT LACQUER



Pre-Cat
Lacquer TDS

Pre-Cat Lacquer is a self-crosslinking acrylic topcoat that dries hard and fast for rapid stack times on production-line items, such as cabinets, trim and millwork. It has exceptional clarity, and water and chemical resistance at a cost-effective price.

Interior only • Spray only

Sheens available: Flat • Satin • Semi-Gloss • Gloss

“ General Finishes water-based Pre-Cat Lacquer is a game changer. You can't find this quality for the price anywhere else. ”

Michael Race, Owner, All Paint Products



CONVERSION VARNISH



Conversion
Varnish TDS

Conversion Varnish is a durable post-catalyzed urethane topcoat that significantly outperforms solvent-based conversion varnishes. Requires *Enduro NCO Catalyst*.

Interior/Exterior • Spray only

Sheens available: Flat • Satin • Semi-Gloss • Gloss

“ At Bull Valley Hardwood, we design and build custom furniture, counter tops, bar tops and cabinets for both residential and commercial clients. We have grown to really appreciate General Finishes water-borne Conversion Varnish. It's an exceptionally easy-to-work-with product that lays down and levels beautifully with an amazing durability! ”

Dan Deserto, Bull Valley Hardwood

SANDING SEALER



Sanding Sealer TDS

Sanding Sealer is a self-crosslinking acrylic clear coat with high build and exceptional clarity that provides outstanding adhesion, water resistance and film hardness over raw wood or existing finishes. Sanding Sealer may be used as a base coat for any General Finishes water-based topcoat.

Interior only • Brush • Spray



STAIN BLOCKER

NEW FORMULA
NEW LOOK



Stain Blocker TDS

Our NEW **Stain Blocker** formulation is an epoxy acrylic white primer designed with intention and packed with features you've asked for. Use as a base coat for advanced bleed-through protection, improved sandability, and enhanced adhesion with superior bonding to multiple interior *and* exterior substrates.

Interior/Exterior • Brush • Roll • Spray



After 40 minutes over General Finishes Merlot Dye Stain.



WHITE & DEEP BASE UNDERCOAT



White Undercoat TDS

White & Deep Base Undercoats are high-build acrylic primers that sand easily & provide excellent hide. Use on raw wood and MDF as a base coat. White Undercoat is tintable to light & pastel colors. Deep Base Undercoat is specifically formulated for tinting to darker colors.

Interior/Exterior • Tintable • Brush • Roll • Spray



Deep Base Undercoat TDS

What's the difference between Enduro Stain Blocker and Enduro White & Deep Base Undercoats?

Enduro Stain Blocker is a chemical barrier designed for advanced protection against bleed-through on raw wood & existing sealed surfaces. **Enduro White & Deep Base Undercoats** provide a physical barrier with fast build on raw wood, existing finishes & MDF.

INDUSTRIAL & OEM OPERATIONS

QUALITY MATTERS

Work with the industry leader in water-based technology,

Work with General Finishes

- **Custom applications & specific product formulations** for the following systems: Traditional spray and flat line: curtain, vacuum, roll & reciprocating.
- **Tinting to all major fan decks**
- **Expert stain matching** for existing colors and new stain formulations.
- **Receive knowledgeable training and service** from dedicated OEM and industrial sales reps, easily accessible by email or phone.
- **All coatings meet or exceed KCMA specifications** and are **VOC compliant** in all states.

General Finishes designs with intent. Our coatings are sophisticated products for diverse substrates.

- Wood
- MDF/HDF
- Fiberglass
- Powder coatings
- Pre-primed steel

MADE IN THE USA AND IMMEDIATELY AVAILABLE

Enduro® the Gold Standard for Professional Water-Based Finishes™



THE GANG FROM GF



ROB SZWEDO

Rob was GF's first employee in 1979. He had his hands on every position in the company. In 1993 Rob moved from production to sales and proved to be much, much better in that capacity than anyone, including himself, ever expected.
rob@generalfinishes.com



TOM MONAHAN

Tom owned an antique restoration business and worked as a chemist in a water-based coatings company before joining GF in 1994. He began by developing and selling GF's water-based products. These days Tom stars in GF videos.
tom@generalfinishes.com



RYAN DENNY

Ryan joined GF in 2010 with a BA in chemistry and strong background in wood coatings. He develops all GF formulations (including the RTM Stain system) and continually updates GF's product lines to meet our mission as America's leader in water-based technology.
ryan@generalfinishes.com



JOHN ADAMS

John was part of the package when General Finishes bought Prelude in 1988 and has worked in GF sales ever since. John is now sales representative for California and his passion for GF is contagious. If you are from the west coast and have not met him, you will.
john@generalfinishes.com



SARA WIBLE

Sara joined GF in 2013, after closing her business of raising and breeding Dutch horses. When not road-tripping in her Porsche flat-six, you can find her relaxing, old-world red in hand, and planning her next adventure.
sara@generalfinishes.com



JORDAN SZEWCZYKOWSKI

Jordan came to GF in 2016 with experience in real estate sales and retail management. Raised in East Troy near the factory, he grew up learning how to build and repair things, instilling a love for woodworking and finishing.
jordan@generalfinishes.com



TIM NATHAN

Tim joined GF in 2014 to spearhead our entrance into the floor finish industry but eventually left to further his finishing experience with Basic Coatings. We never forgot Tim's charming personality, sales abilities and extensive knowledge of professional coatings, so in 2022 we lured him back to lead our Professional Coatings division.
tim@generalfinishes.com



BRETT MORRIS

Brett came to GF in 2022 after spending the previous 2 years as a Mortgage Loan Officer. Raised in Walworth, Wisconsin, he graduated from UW Oshkosh in 2019 with a BA in Finance and Information Systems. Ingrained with a love of the outdoors and archery, he enjoys practicing with his bow and scouting the whitetail woods in his free time.
brett@generalfinishes.com



JAMES MATTHEWS

James came to GF in 2024 with experience in the hospitality and sales industry. He and his wife have owned and operated a historic wedding barn in SE Wisconsin for the past 7 years. When not at GF, you can find him on the golf course or spending time with his wife and 2 small children.
james@generalfinishes.com



CHRIS DETTLAFF

Chris came to GF in 2024 with experience in cGMP analytical chemistry and hospitality. Raised in New Berlin, Wisconsin, he graduated from UW La Cross in 2019 with a BS in Biochemistry. In his free time, being outdoors either fishing or snowmobiling. He is always willing to chat about GF or hunting.
cdettlaff@generalfinishes.com



KATIE ADAMS

Katie joined GF in 2008. Her first years were spent in the Lab testing the PH level of our water-based products. More recently she has been in charge of testing the scratch resistance for our topcoats. Always she has been a loyal and loving member of the GF family.
katie@generalfinishes.com



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BY GENERAL FINISHES



MADE IN THE USA



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East Troy, Wisconsin 53120
generalfinishes.com

GF-PROFESSIONAL-BROCHURE-2025-01