



Mohawk Finishing Products Winter 2014/2015

Welcome to our Winter newsletter! Mohawk would like to wish you and your families Happy Holidays and a Prosperous 2015!

Watch our website for new product launches and check back with us periodically to see other happenings here at Mohawk!

VISIT US AT OUR WEBSITE AT www.mohawk-finishing.com.

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### **Old Man Winter - Finishing Tips**

It is time for an annual reminder. Old Man Winter is quickly approaching. That means colder temperatures and nasty weather conditions for finishing are sure bets for the majority of us. The purpose of this article is to point out which products are affected the most by colder temperatures and supply some tips that should help soften the effects of the cold weather finishing blues.

Cold temperatures cause problems with almost all types of coatings. For example, Water base products will freeze and must be stored above 32 degrees. Solvent base systems are also vulnerable to the cold; however the vinyl systems are the most sensitive by far.

Vinyl resins often tend to kick out of solution when the temperatures fall below 45 degrees. The vinyl resins that kick out will appear to be white, stringy, gummy clumps. It is also sometimes difficult to get all the particles stirred back into solution, especially when the material is still very cold. Allowing the product to warm up often makes this an easier task. Always thoroughly mix and strain or filter sealers and topcoats before use. The Mohawk E-Z Vinyl® Sealers (M610 & M612/MA612-800) and the E-Z Vinyl® White or Black Sealers (M610 & M612-106 & M612-306) are no exceptions.

An ounce of prevention by storing the product in a warm environment is the best way to prevent vinyl kick out. You should also try to store coatings on wooden pallets so that the pails do not sit directly on a concrete floor. The concrete is often colder than the room temperature causing the pails to get colder as well.

In addition, cold temperatures cause coatings to increase in viscosity and become thicker. It is very common and often necessary to thin solvent base sealers and topcoats with their appropriate reducers in order to reduce the product's viscosity. Reduction will improve the product's flow. Finally, apply any topcoats in light to moderate application.

We recommend the following wintertime precautions for all coatings:

1. Store products in as warm of an environment as possible, especially the vinyl products.
2. Do not store or stack products directly on a concrete floor.
3. Allow coatings to warm to room temperature before use or agitation.
4. Strain or filter at every opportunity.
5. Apply reduced topcoats in lighter applications during very cold temperatures.

We hope that you find this information is helpful to you. We appreciate your business and wish each of you a profitable year.

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Mohawk Technical Service Representative Phillip Pritchard

"Good afternoon, I just wanted to drop a note and express my gratitude for the outstanding customer service provided by Phillip in your technical department. Over the course of a few weeks, he provided me thoroughly detailed answers to several on my newbie questions. Thank you very much."

"Thank you Phillip and Michelle for the quick and complete response to my questions. This is the first time I've used an H Behlen product, but this great service has me looking at the rest of your line."



"I referred a customer to speak with Phillip a couple of weeks ago and they wanted to let us know what a great guy he was. He took the time to answer his questions and the information was extremely informative and helpful. He also had to email him a question and received a great written informative response."

Who is this outstanding Technical Service Representative???

Phillip Pritchard joined Mohawk in 2000 as the company relocated to his home state of North Carolina. He was responsible for the development of custom matched versions of the product line before assuming his current position in 2008. Under the direction of both research and development and quality control, he gained a greater knowledge of Mohawk products including their physical properties, composition and application. Surrounded by a diverse and highly talented team of professionals Phillip utilizes this valuable resource to the benefit of his customers.

Phillip began his career in graphic arts, working in both offset and screen printing, where he developed his color and design skills. As the son of an Interior Decorator he was exposed at a young age to style and color that developed into an appreciation for fine furniture and interiors. He enjoys finishing furniture and practices his skills by maintaining and repairing his parent's inventory.

Phillip currently serves as a Deacon at First Baptist Church, Lenoir. He and his wife Debbie share five children and three grandchildren. He currently trains in martial arts and is ranked as a second-degree black belt in Shito Ryu Karate and is working hard on a rank of blue belt in Brazilian Jiu Jitsu.

You can reach Phillip at ppritchard@rpmwfg.com.

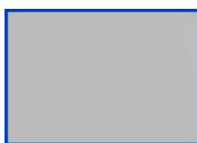
Thank you Phillip for the outstanding service to our customers!

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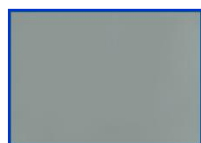
## New Product Colors

We have new color additions to several product lines.

- Colored Lacquer Enamel - M104-2001 Ash**
- Fil-Stik® Putty Stick - M230-2001 Ash, M230-0003 SM Shale**
- Ultra® Mark Markers - M280-2001 Ash**
- Patchal® Putty - M734-2001 Ash**



Ash



SM Shale

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New Product Sheen - Final Finish™

A non-yellowing, C.A.B./Acrylic finish. This quick drying, blush resistant finish works equally well for production or in-shop touch up and repair of most modern finishes.

- M102-0490 Gloss**
- M102-0492 Satin**
- M102-0493 Matte - NEW**
- M102-0494 Flat**



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## New Product - Burn-In Knife, Battery Operated M900-3400

The Battery Operated Burn-In Knife is a convenient, portable and safe alternative to other hot knife tools available. This tool will melt the Hard Fill and Hard Fill Plus without a cord or a flame. Each unit will be packed with a pointed and a flat tip, batteries included. This portable soldering iron requires 3 x 1.5V AA batteries.



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Mohawk Training Workshops!

Mohawk Finishing Products offers professional, hands on training for wood & leather to assist everyone from beginners to business owners. Sign up early and receive the following discounts:

\$20 Discount each for 2 or more people!
\$75 Discount for registering 30 days in advance!

Workshop Dates and Locations

| Location | City, State | Start Date | End Date |
|---|---------------------|------------|------------|
| Leather | | | |
| Mission Valley Resort | San Diego, CA | 01/22/2015 | 01/23/2015 |
| Universal Palms Hotel & Conference Center | Ft. Lauderdale, FL | 02/05/2015 | 02/06/2015 |
| Mohawk Finishing Products | Hudson, NC | 04/14/2015 | 04/15/2015 |
| Wood | | | |
| Mission Valley Resort | San Diego, CA | 01/20/2015 | 01/21/2015 |
| Grand Hyatt Denver | Denver, CO | 01/27/2015 | 01/28/2015 |
| Universal Palms Hotel & Conference Center | Ft. Lauderdale, FL | 02/03/2015 | 02/04/2015 |
| Ramada Dallas Lovefield | Dallas, TX | 02/10/2015 | 02/11/2015 |
| Holiday Inn-Itasca | Itasca, IL | 02/17/2015 | 02/18/2015 |
| Mohawk Finishing Products | Hudson, NC | 02/24/2015 | 02/25/2015 |
| Airport Honolulu Hotel | Honolulu, HI | 03/03/2015 | 03/04/2015 |
| Courtyard Marriott | Norwich, CT | 03/17/2015 | 03/18/2015 |
| Crowne Plaza Portland Convention Center | Portland, OR | 04/07/2015 | 04/08/2015 |
| Comfort Suites - Seattle Southside | Tukwila/Seattle, WA | 06/02/2015 | 06/03/2015 |
| Finishing | | | |
| Furniture Medic by Wood Restore | Eules, TX | 04/21/2015 | 04/22/2015 |

To register call 1-800-545-0047 or register online at www.mohawk-finishing.com

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Ordering

You can order the featured products or any of our products by contacting your Sales Representative, Mohawk Customer Service at 800-545-0047 or on our website at www.mohawk-finishing.com. Our fax number is 800-721-1545. To ensure your correct pricing level, always use your account number when placing your order.

FAQ's or Ask the Expert:

If you have any questions or need advice for your project, contact our Expert by clicking on the links above.

Contact Information

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Mohawk Customer Service

Phone: 800-545-0047

Fax: 800-721-1545

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