



Mohawk Finishing Products

FALL 2013

Season's Greetings! As the holiday season approaches there is always so much activity and personal business to attend to. We wanted to take this time to thank our valued customers, like you, for their business and friendship. May this holiday season bring to you and your family much joy and happiness. From our family to yours, we wish you a happy holiday season and a prosperous New Year.

VISIT OUR WEBSITE AT www.mohawk-finishing.com

New Products!

Monthly Feature

Mohawk Architectural Finishing System

The Mohawk Architectural Finishing System is specifically formulated for applying stains and coatings on cabinetry, millwork, molding and other finishing projects that are applied to stationary structures in the field at job sites.

- Meets maximum VOC content for job site application anywhere in the U.S.A.
- Mohawk Finishing is registered with the EPA as a producer of architectural products.
- Complies with state recycling rules, as a member of PaintCare®.



For the complete line of products visit our website at www.mohawk-finishing.com and click on the Resource tab then Architectural Guide.

275 VOC Coatings Tips

Viscosity is typically much lower or thinner in 275 VOC coatings because they have to be. All spray applied coatings go onto the substrate in lumps, much like slinging paint off a brush and onto a wall. Imagine the lumpy pattern that would create. The difference is that when spray applied, the coating is transferred onto the substrate in a controlled pattern. The lumps then flow together and form a film. The larger the lumps (higher viscosity) are applied than the slower solvents are needed in order to flow out level. Since 275 VOC products contain primarily fast evaporating solvents such as acetone, then the lumps need to be smaller (lower viscosity) in order to flow out faster.

Agitation is needed to thoroughly mix flattening agents and pigments in opaque colors into all coatings. Periodic agitation is always recommended for most clear and opaque coatings. However it is particularly important with 275 VOC coatings because 275 VOC products tend to settle faster due to the lower viscosity, which can allow flattening agents and pigments to fall out of suspension much faster than in higher VOC formulations. For best results, always agitate or stir 275 VOC products more frequently in order to maintain a consistent sheen or color. A good habit to get into is to stir the 275 VOC products at

least every 10 minutes.

Application of 275 VOC coatings do have a few new things to remember.

1. Stir/Agitate 275 VOC coatings frequently.
2. Lighter coats work better than heavy wet coats. Do not try to level a coat by applying it too heavy. Excessive build could occur.
3. Lowering your air or fluid pressure will reduce the risk of the product going on dry.
4. Hold the gun a little closer to the substrate when applying to reduce the risk of applying too dry.

Build can be deceiving with a 275 VOC coating. In fact, it is very easy to exceed the maximum build of 4 dry mills. To reduce this risk, try to keep the four coat rule. **DO NOT APPLY MORE THAN 4 TOTAL COATS INCLUDING SEALERS OR PRIMERS.** 275 VOC coatings may be lower in viscosity but they remain high solids coatings. Exceeding the 4 coat rule can increase the chances of excessive build, which can result in cracking or other finish failures.

18" Stir Whip Mixer - Part Number M972-1010

Revolutionary design allows the user to quickly mix or stir any material; liquids, paints, glues, epoxies, compounds and concrete.

- Designed to use in large containers
- Flexible fingers fit through a 2" opening without trimming
- Easy cleaning

WARNING: Use STIR WHIP in ventilated areas. If using with lacquers or other flammable liquids use pneumatic air drill. Sparks from electric drill motor could ignite fumes. Always wear safety glasses.



Butane Burn-In Knife - Part Number M900-3300

This new, sleek Butane Burn-In Knife is smaller, lighter and easy to control, and comes with an adjustable temperature control. It is made of durable plastic and is ultra-light weight. It's self-ignition system is very dependable and it comes with a built in stand.



RELATED PRODUCTS

Replacement Head	M900-3310
Tip, Leather/Vinyl	M900-3320
Curved Blade	M900-120C
Flat Blade	M900-120F
Butane Refill	M110-9005

Announcing!

Mohawk's Distributor of the Year

Mohawk is proud to announce that Glue Products, West Palm Beach, Florida has been named Mohawk's Distributor of the Year.

This is the highest honor awarded Mohawk distributors. This award recognizes Glue Products as the top distributor for their sales performance and the support of the Mohawk Distributorship Program to our mutual customers. Glue Products' growth is a reflection of their leadership and desire to be one of the best suppliers in the industry. In addition to their extraordinary sales efforts, Glue Products is recognized for their continued frequent customer training using Mohawk products and an exceptional working relationship with their customers.



Mohawk's Salesperson of the Year Doug Groot

We're excited to announce **Doug Groot** as our "**Salesperson of the Year 2013**". **Doug** was awarded this honor in July at Mohawk's National Sales Meeting in San Antonio, Texas. Doug is from Lake Zurich, IL and has been with Mohawk Finishing Products for 29 years. Salesperson of the Year is the top honor among Mohawk Sales Representatives. Doug was chosen for this prestigious award for his excellence in performance in all facets of the Mohawk business.
Congratulations, Doug!



Mohawk's Team of the Year/Team Leader of the Year Midwest Region

Each year Mohawk Sales Reps compete for the honor of being **Team of the Year**. This year our Midwest Region won the title! This region includes Kansas, Illinois, Indiana, Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin and North Carolina.
Congratulations to the Midwest Region which includes (top row, left to right) **Doug Groot, Larry Hutcheson, also Team Leader of the Year, Andrei Kerpan, also Rookie of the Year,** (bottom row, left to right) **Jeff Meyer, Deb Sampson and Jack Carroo.**



This prestigious award is given to the team that achieves the goals set for them and also by going above and beyond for their customers.

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 Name	City, State	Begin Date	End Date
Leather Touch-Up & Repair - 2 Day			
Comfort Suites - Seattle Southside	Tukwila/Seattle, WA	12/05/13	12/06/13
Biltmore	Oklahoma, City, OK	01/16/14	01/17/14
Holiday Inn St. Louis SW - Route 66	St. Louis, MO	02/04/14	02/05/14
The Embassy Suites Fort Lauderdale	Fort Lauderdale, FL	03/06/14	03/07/14
Comfort Inn	Waterford, MI	10/16/14	10/17/14
Wood Touch-Up & Repair - 2 Day			
Comfort Suites - Seattle Southside	Tukwila/Seattle, WA	12/03/13	12/04/13
Holiday Inn St. Louis SW - Route 66	St. Louis, MO	01/07/14	01/08/14
Biltmore	Oklahoma, City, OK	01/14/14	01/15/14
The Embassy Suites Fort Lauderdale	Fort Lauderdale, FL	03/04/14	03/05/14
Holiday Inn & Suites Fullerton	Fullerton, CA	03/11/14	03/12/14
Holiday Inn Fort Washington	Fort Washington, PA	05/06/14	05/07/14
Comfort Inn	Waterford, MI	10/14/14	10/15/14
Finishing - 2 Day			
Long Island Laminates, Inc.	Hauppauge, NY	11/12/13	11/13/13

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

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.

Mohawk Quick Links

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Contact Information

Mohawk Customer Service

Phone: 800-545-0047

Fax: 800-721-1545

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Be sure to add the [Mohawk Website](#) to your list of favorites so that you have quick access to some of the finest products available for touch-up, repair and finishing products available.

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