



## Mohawk Finishing Products Fall 2011

Welcome to Mohawk's Fall Newsletter! This newsletter includes information on our new products as well as announcements of some special awards.

This is a great time of the year to take one of our Training Classes. It's time to learn some new techniques from the Wood Industry's leading professional trainers. We have these classes all over the US, see below for our schedule.

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### NEW PRODUCT!

#### Brush Tip Graining Markers M265-Series

The new Brush Tip Graining Marker features a micro brush tip applicator. This revolutionary marker and tip allows you to apply color exactly where it is needed without any messy powders, fluids or odors. This is the perfect color tool for service technicians, shop technicians or factory line technicians.



#### Uses for the Brush Tip Graining Marker:

- Use to add grain lines or alter the color of a Fil-Stik® Putty Stick, Quick Fill® Burn-In Stick, PlaneStick® Burn-In Stick or E-Z Flow™ Burn-In Stick
- Add color to small sand thru areas on a face or edges of a wooden part

Available in 12 wood tone colors and two 6-pack assortments

<b>Features</b>	<b>Benefits</b>
• Micro brush tip applicator	• Makes this the easiest marker you will ever use to add color or grain
• Complete 12 color palette	• You will have the colors needed to touch-up all basic wood tone colors
• Clear crisp colors that hold a thin line	• You will be able to draw long or short grain

	lines
· Low to no order	· You will be able to blend these markers better than any others markers
· Easy to use, teach and learn	· You will be able to use this marker in any setting
· Quick and easy application, no messy powders, extra bottles or liquid	· Little to no learning curve and anyone can use this marker successfully
	· Very portable, easy to carry with you on the job site

**Our Improved  
Ink Remover Stick  
M850-2015  
NEW PACKAGING! LOWER PRICE!**



Ink Remover is a product specifically made to remove recent ink marks or lipstick stains from top coated leathers or vinyl surfaces. "Recent" is defined as 3-5 days. Permanent markers contain solvents to increase the penetration of the dye and will not likely be removed.

- Size has changed from .65 oz to 1 oz
- New lower price - Contact your Sales Rep for more info

Step by step photos of a repair:



To view our training video, scan this mobile barcode with your phone or logon to <http://www.youtube.com/watch?v=V5zudXpKjio>

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**Have you ordered the**

## Leather Repair Aerosol System?

A complete system of Leather Repair Aerosols used to color over damages on pigmented leather (top coated) where there is color loss or the leather has been repaired. The aerosols are designed to enable you to match most of the leather furniture that is popular today. They are especially effective at repairing two-tone finishes which are otherwise so difficult to match.

### M850-9005

Contents: One of each - Leather Repair Basecoats, Leather Repair Toners, Leather Repair Color Adjusters, Leather/Vinyl Clear Finishes and an instruction sheet

**Leather Repair Basecoats** - Heavily pigmented, opaque coatings used to hide the damage while starting the color process.



<b>M109-3001</b>	<b>Coppertone</b>	<b>M109-3007</b>	<b>Black</b>
<b>M109-3002</b>	<b>Light Tan</b>	<b>M109-3008</b>	<b>White</b>
<b>M109-3003</b>	<b>Warm Brown</b>	<b>M109-3009</b>	<b>Beige</b>
<b>M109-3004</b>	<b>Burnt Umber</b>	<b>M109-3010</b>	<b>Medium Brown</b>
<b>M109-3005</b>	<b>Cool Brown</b>	<b>M109-3011</b>	<b>Red</b>
<b>M109-3006</b>	<b>Burgundy</b>		

**Leather Repair Toners** - Medium pigmented translucent toners designed to apply semi-transparent color. Used to darken the color of a Basecoat or to apply a stipple affect in two-tone leather finishes.

<b>M109-5001</b>	<b>Medium Brown</b>
<b>M109-5002</b>	<b>Cool Van Dyke Brown</b>
<b>M109-5003</b>	<b>Black</b>

**Leather Repair Color Adjusters** - Lightly pigmented colorants using very fine ground pigments, these aerosols will apply transparent color. Used according to color theory to fine-tune the color of the repair.

<b>M109-4001</b>	<b>Orange Brown</b>	<b>M109-4005</b>	<b>Green</b>
<b>M109-4002</b>	<b>Red</b>	<b>M109-4006</b>	<b>White</b>
<b>M109-4003</b>	<b>Yellow</b>	<b>M109-4007</b>	<b>Black</b>
<b>M109-4004</b>	<b>Blue</b>		

**Leather/Vinyl Finish™** - Clear finishes used to adjust the sheen of the repaired area to match the sheen of the leather being repaired.

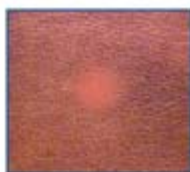
IMPROVED FORMULA - Greater Flexibility.

<b>M109-0629</b>	<b>Gloss</b>
<b>M109-0630</b>	<b>Satin</b>
<b>M109-0631</b>	<b>Flat</b>

### The Leather Repair Process



Leather damage



Apply Basecoat



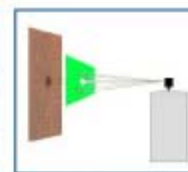
Apply Toner



Apply Color Adjuster



Apply Clear  
Leather/Vinyl  
Finish™



Tip: Reduce overspray  
by spraying through a  
hole in a sheet of paper



To view our training video, scan this mobile barcode with your phone or logon to view our training video, scan this mobile barcode with your phone or logon to:

[www.youtube.com/watch?v=1boQhuGBQes](http://www.youtube.com/watch?v=1boQhuGBQes)

**CONTACT YOUR MOHAWK SALES REPRESENTATIVE FOR A DEMONSTRATION!**

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**New!!!**

### Mohawk Promotional Items



Mohawk now offers promotional items on our website. The offering includes hats, t-shirts, sweatshirts, travel mugs and more all with the Mohawk Logo!

[Click on this link to see them!](#)

## **Mohawk's Distributor of the Year 2011** **Hardwoods, Inc.**

Mohawk Finishing Products is pleased to announce Hardwoods, Inc., located in Mableton, GA with branches in Cleveland, GA, Alabaster, AL and Clarksville, TN as their Distributor of the Year for the Fiscal Year 2011, which ended May 31.

This award recognizes Hardwoods, Inc., as the top distributor for their sales performance and the support of the Mohawk Distributor Program to our mutual customers.

Hardwoods, Inc., growth is a reflection of their leadership and desire to be one of the best suppliers in the industry. In addition to their superb sales effort, Hardwoods, Inc. is recognized for their continued frequent customer training using Mohawk products, offering color matching services using Mohawk's Xpert® color system and an exceptional working relationship with customers.

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*Scott Gordon*

**Mohawk's Sales Manager of the Year 2011**

Mohawk Finishing Products, division of RPM Wood Finishes Group, Inc. - recently named Scott Gordon, Mohawk's

"Salesperson of the Year" for the fiscal year ended May 31, 2011. Scott was awarded this honor in July at Mohawk's National Sales Meeting in Hickory, North Carolina.

Scott is from Pittsburgh, PA and has been with Mohawk Finishing Products for 24 years. Salesperson of the Year is the top honor among Mohawk Sales Representatives. Scott was chosen for this prestigious award for his excellence in performance in all facets of the Mohawk business.



## Mohawk's Sales Team of the Year 2011!



The Mohawk Sales Team of the year was announced at the Mohawk National Sales Meeting in Hickory, NC recently! The Team of the year is chosen by fulfilling certain criteria set forth by Mohawk. This criteria not only includes sales, but customer service and team participation.  
 (Top Row Left to Right) Tim Rakers, Erik Younkin, Joel Rago(Team Leader), Steve Rorex, (Bottom Row Left to Right) Don Raynor, Norm Wilson and Joe Mishtal.

## Mohawk Training Workshops!

Mohawk Finishing Products offers professional, hands on training for wood & leather to assist everyone from beginners to business owners.

To register call 1-800-545-0047 or register online at [www.mohawk-finishing.com](http://www.mohawk-finishing.com)

### Workshop Dates and Locations

Region	Location Name	City, State	Begin Date	End Date
<b>Leather Touch-Up &amp; Repair - 2 Day</b>				
SW	Ramada Dallas Love Field	Dallas, TX	12/13/2011	12/14/2011
<b>Wood Touch-Up &amp; Repair - 2 Day</b>				
NE	LaGuardia Airport Hotel	East Elmhurst, NY	11/15/2011	11/16/2011
W	Comfort Suites - Seattle Southside	Tukwila, WA	12/06/2011	12/07/2011
MW	Holiday Inn Itasca	Itasca, IL	02/21/2012	02/22/2012
W	Crowne Plaza Portland Convention Center	Portland, OR	03/06/2012	03/07/2012
MW	Holiday Inn Itasca	Itasca, IL	10/16/2012	10/17/2012

### 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](http://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**

[Our Website](#)

[Products](#)

[More About Us](#)

**Contact Information**

**Mohawk Customer Service**

**Phone: 800-545-0047**

**Fax: 800-721-1545**

Thank you for subscribing. If you have comments and suggestions for our newsletter, [please contact us](#). If you do not have a copy of our newest Mohawk Catalog, click here [Request a Catalog](#); if you would like to download a copy of our latest Color Chart or Mohawk Catalog [Click here](#).

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.

[Forward email](#)



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