



## Mohawk Finishing Products Spring 2013

Welcome to Mohawk's Spring Newsletter. Mohawk has a lot of exciting things happening this spring. Watch our website for new product launches and check back with us periodically to see other happenings here at Mohawk!

Have a great spring and we look forward to even more exciting news in the summer!

VISIT US AT OUR WEBSITE AT [www.mohawk-finishing.com](http://www.mohawk-finishing.com)

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### Mohawk - The Original Touch Up Company *CELEBRATES 65th ANNIVERSARY!*



Mohawk is excited to announce its 65th Anniversary this year! Mohawk is the leading manufacturer and distributor of professional wood and leather touch-up repair, and finishing products for leather, furniture, kitchen cabinet, architectural millwork and custom finishing shops.

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### New Packaging! Leather Scratch Remover M850-2060

Scratch Remover is a simple solution for healing and blending surface scratches or rubs on natural leathers. It helps restore the surface color as well as blend the damage. It is very effective on fingernail scratches in aniline leather. For some leathers, Mohawk Pull-Up Revive may provide the best solution. Scratch Remover is not intended for pigmented or nubuck leathers.



Ask your Mohawk sales rep about our new low price - up to 40% reduction.



## Product Line Extension

We have added two new products to the Industrial Grade Instant Adhesive Cyanoacrylate Glue line of products:

- M745-1260 Instant Adhesive Medium/Thin Liquid 2 oz.**
- M745-1495 Precision Tip 100/Pk**



Mohawk Surface Insensitive Cyanoacrylate Adhesives bond rough porous and acidic surfaces including wood, rubber, cardboard, veneer, cork and leather. Surface Insensitive Cyanoacrylates cure fast even under conditions of very low humidity and will work where conventional cyanoacrylates fail.



## New Product! Flooring Installer Kit M891-1001

Designed specifically for flooring installers. Contains all the products needed to repair:

- Raw wood
- Stained wood
- Finished wood
- Laminated floors
- Damaged areas

Ask your Mohawk sales rep for details.



## Mohawk Trade Shows

# KBIS 2013

New Orleans | April 19-21

Throughout the year Mohawk exhibits at various trade shows throughout the United States and other countries. We will be exhibiting at KBIS 2013 on April 19-21, 2013 at the Morial Convention Center in New Orleans, LA. If you are at the show come by and visit us at Booth #3009 and meet with the industry experts. We would love to meet you!



## Sales Solutions

### Product Spotlight

## **Super Blush Retarder and No Blush Plus Aerosols 101**

We will try to go into some depth of what these products are and how they perform in varying situations so that you can offer a more informed solution to your customers.

What is blushing? The majority of issues customers encounter are trapped moisture in the film. This is a result from spraying a coating in high moisture conditions where the coating has dried trapping the moisture in the film. These conditions worsen as we get into the summer months where higher temperatures and relative humidity can create a perfect storm for blushing problems. Another situation similar to a blush is where they apply a coating too quickly over a wipe stain or a glaze. This can be corrected in the same manner as a blush but a more common term for this situation is "solvent bloom".

### **No Blush Plus M103-0475 & Super Blush Retarder M103-0476**

These products are similar in chemical make-up, being comprised of slow evaporative solvents so when applied, they open up the film by re-wetting it, thereby allowing the moisture (blush) to escape. Some of the reasons we recommend customers using one over another in specific situations are the effects that these products will have on a coating.

In addition to these blush removers opening up the film, a couple of other things occur. On lower sheen finishes Super Blush Retarder can displace the flattener in the film thus causing shiny spots. No Blush Plus rarely leaves shiny spots if used properly.

When using these products for blush situations it is best to apply mist coatings directly over the blushing area to address the problem. Numerous mist applications tend to work better than applying a heavy coat especially on fresh lacquer where runs in the film could occur.

We have all seen white rings in a finish usually created by a wet glass or in some cases heat from an object placed on the surface. This defect could have been trapped for years. To address this, it is important to clean the area well with M107-0190 Wax Wash™ Remover or M107-3012 Quick Clean, then apply light coats of No Blush Plus or Super No Blush and in most cases this defect will be removed. The applications mentioned are addressing blush situations in conventional lacquer finishes.

### **No Blush Blender Flat M103-0276**

This product is unique to the blush removing products that we offer. This product was originally launched to address issues with low sheen finishes.

Years ago blush products were used extensively to reflow finishes. If a finish had light scratches or if there was trash in the finish then the technician sanded the defect with a fine grit paper and reflowed the finish with the blush eliminating product. We discussed earlier the sheen change (shiny spots) caused by standard blush removers. No Blush Blender Flat is a good fit for low sheen finishes which are now commonplace.

Low sheen finishes are also subject to abrasion, trash in film, and packing marks. These defects are seen as shiny marks in the finish. The first step is to determine if the marks are topical or in the finish itself. If the defect cannot be felt, simply apply the No Blush Blender Flat in a light mist coating and the shiny mark will disappear (two coats may be needed). For the defects that can be felt, wet sand the area with 800 grit wet / dry sandpaper to remove it. Next, sand the area again with 1000-1200 grit sandpaper. Lastly, apply No Blush Blender Flat as needed. In some cases, a slightly more wet application may be required.

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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.

### Workshop Dates and Location

Region	Location Name	City, State	Begin Date	End Date
<b>Leather Touch-Up &amp; Repair - 2 Day</b>				
MW	Comfort Inn	Bloomington, MN	04/16/2013	04/17/2013
SW	Fairfield Inn & Suites by Marriott	Schertz, TX	06/04/2013	06/05/2013
W	Comfort Suites - Seattle Southside	Tukwila/Seattle, WA	07/30/2013	07/31/2013
SE	The Embassy Suites Fort Lauderdale	Fort Lauderdale, FL	08/08/2013	08/09/2013
NE	LaGuardia Airport Hotel	East Elmhurst, NY	08/13/2013	08/14/2013
W	Crowne Plaza Portland Convention Center	Portland, OR	12/03/2013	12/04/2013
<b>Wood Touch-Up &amp; Repair - 2 Day</b>				
SW	Fairfield Inn & Suites by Marriott	Schertz, TX	04/23/2013	04/24/2013
SW	Holiday Inn Express Hotel & Suites	Mission, TX	05/01/2013	05/02/2013
NE	LaGuardia Airport Hotel	East Elmhurst, NY	06/04/2013	06/05/2013
SW	La Quinta Inn Phoenix North	Phoenix, AZ	07/09/2013	07/10/2013
MW	Holiday Inn Grand Rapids	Grand Rapids, MI	08/06/2013	08/07/2013
SE	The Embassy Suites Fort Lauderdale	Fort Lauderdale, FL	08/06/2013	08/07/2013
W	Mission Valley Resort	San Diego, CA	08/20/2013	08/21/2013
NE	Hyatt House Hotel	Waltham, MA	09/17/2013	09/18/2013
MW	Holiday Inn - Itasca	Itasca, IL	10/22/2013	10/23/2013
<b>Finishing - 2 Day</b>				
SE	Alabama Center for Advanced Woodworking Technology	Haleyville, AL	05/07/2013	05/08/2013

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

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### Contact Information

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**Mohawk Customer Service**  
**Phone: 800-545-0047**

**Fax: 800-721-1545**

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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.