

MYTH

WATERBORNE COATINGS ARE MORE EXPENSIVE THAN SOLVENT-BASED COATINGS.

REALITY: The costs today are comparable. The price of waterborne coatings has not risen at the same rate as solvent-borne coatings thanks to increasing demand for waterborne coatings and the tightening of VOC restrictions on solvents.

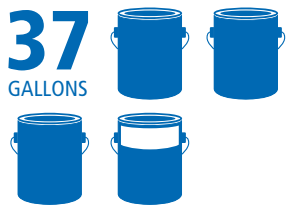
WHAT'S MORE, WATERBORNE COATINGS:

- Can reduce overall operations costs
- Have more usable finish when sprayed on the line – thanks to faster coverage and less film thickness

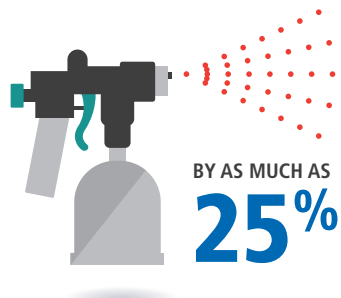
You would need 73 gallons of **SOLVENT-BORNE** coatings to complete a job that uses 55 gallons of waterborne coatings



You would need 37 gallons of **WATERBORNE** coatings to complete a job that uses 55 gallons of solvent-borne coatings



WATERBORNE COATINGS CAN REDUCE OVERSPRAY (and waste)



- Can be cleaned using soap and water, so you don't need to purchase special cleaning supplies
- Require fewer solvents to be stored in your facility, possibly lowering your fire/hazard insurance

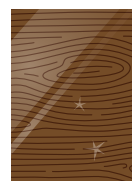
MYTH

PRODUCTS FINISHED IN A WATERBORNE COATING HAVE A POOR LOOK AND FEEL.

REALITY: Waterborne coatings result in a beautiful, long-lasting finish that will perform in a busy residential or commercial setting as a result of their ability to achieve:



YELLOWING RESISTANCE



GLOSS RETENTION



IMPROVED ELASTICITY FOR JOINT MOVEMENT

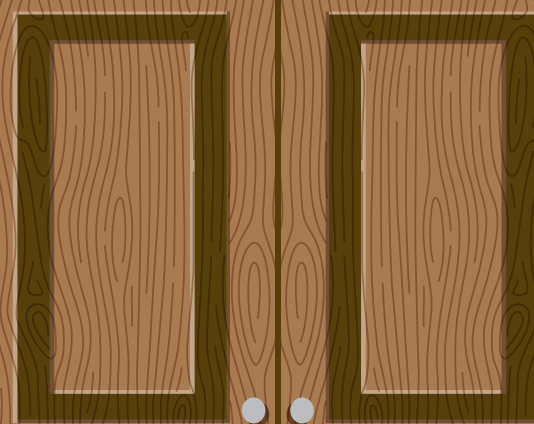


NO HALO EFFECT ON STAIN PRODUCTS



NO BLUE OR PURPLE HAZE

WATERBORNE MYTHS VERSUS REALITY



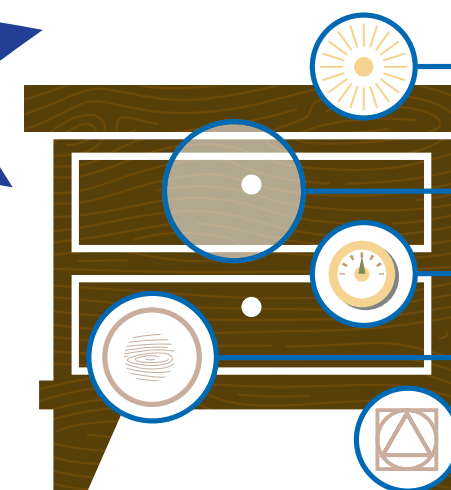
Waterborne is not a new technology, but today's waterborne finishing options are light years ahead of those available even five years ago.



MYTH

WATERBORNE COATINGS DO NOT PERFORM AS WELL AS SOLVENT-BASED COATINGS.

REALITY: Today's waterborne coatings look, feel and dry much more to the aesthetic levels a woodworker expects to see from solvent-based finishes. Thanks to changes in chemistry and resins, waterborne coatings:



- ARE EASIER TO WORK THAN EVER BEFORE – THEY SPRAY LIKE A TRADITIONAL LACQUER
- REQUIRE FEWER AND LIGHTER COATS
- ARE LESS SENSITIVE TO A SHOP'S CLIMATE
- RESIST WOOD GRAIN SWELLING
- CAN BE CONVERTED TO WITH A FEW SIMPLE, MINOR CHANGES

MYTH

WATERBORNE COATINGS WON'T HELP YOU GROW YOUR BUSINESS.

REALITY: There are lots of reasons waterborne coatings are growing in popularity:



With zero to very **LOW VOCs** you could add production using waterborne coatings and not have to worry about applying and waiting for new emission limits



AIR QUALITY

Fewer odors and emissions mean better working conditions



PAINTED WOOD PRODUCTS continue to gain significant market share



CONSUMERS

are demanding more sustainable products

SHER-WOOD 5421 UNIVERSAL PRIMER

- A universal primer that can be topcoated with a wide range of solvent or waterborne SHER-WOOD® products
- Good hiding, flow and leveling properties
- Exceptional filling properties for MDF
- Fast dry to sand (45-60 minutes); tack free in 10-15 minutes
- No formaldehyde
- No reportable VHAPS
- Less than 0.10 lb/gal VOC, less exempts
- One component

SAYERLACK WATERBORNE SEALER, AU0469

- Fast air dry to touch, sand and recoat for high production
- Quick Film building properties
- Excellent sanding characteristics
- Good coverage and flow out for complex parts
- Excellent transparency and clarity
- Low in VOC (1.66 lb/gal, 199 g/L less exempts as per CFR 59.406)



SAYERLACK HYDROPLUS CRYSTAL CLEAR, AF55 SERIES

- Excellent clarity, crystal clear appearance
- Low VOC - 1.96 lbs./gal (235 g/l), less exempts*
- Fast drying in 20 minutes - (15 minutes forced drying)
- Excellent sanding
- Self-sealing system
- Optional catalyst enhances performance



ULTRA-CURE UV CURE WATERBORNE, CLEAR TOPCOAT

- Abrasion, chemical and impact resistant
- No reportable VHAPS; formaldehyde free formulas
- Reclaimable, less waste
- Customized for your specific finishing needs
- Increased production
- Improved initial clarity and non-yellowing
- Meet or exceed KCMA, AWI and WDMA specifications

SAYERLACK HYDROPLUS CLEAR, AF71 SERIES

- Achieved GREENGUARD Gold* Indoor Air Quality Certification
- Low VOC - 1.77 lbs./gal, less exempts
- Fast drying – highly productive
- Excellent clarity
- Excellent sanding – does not clog the sand paper
- Outstanding chemical resistance
- Very good vertical hang

ULTRA-CURE UV CURE WATERBORNE PIGMENTED TOPCOAT

- Quick delivery of custom colors
- Available in a wide range of colors and gloss
- Waterborne technology helps you meet environmental emissions considerations
- Cures quickly to maximize throughput
- Abrasion, chemical, impact and scratch resistant
- Self seal protection on hardwood surfaces

SHER-WOOD KEM AQUA PLUS WHITE

- Meets Kitchen Cabinet Manufacturers Association (KCMA) over Sher-Wood® Kem Aqua® Plus Surfacer
- Excellent mar resistance.
- Better resistance to microfoaming than other latex coatings
- Excellent hardness, block resistance and print resistance.
- Good flowing and leveling
- Good flexibility - passes 20 KCMA cold check cycles

SAYERLACK HYDROPLUS WHITE, ATL98 SERIES

- Fast air dry to touch, sand and recoat for high production
- Low VOC – 1.54 lb/gal, 185 g/L less exempts
- GREENGUARD Gold* certified
- Meets KCMA test requirements for hardness and resistance to household chemicals
- Excellent sanding
- Optional catalyst enhances performance
- Available in a full range of custom colors and glosses

