

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.

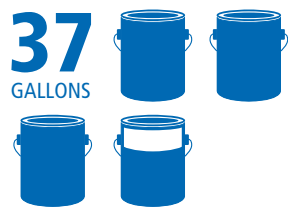
WHAT'S MORE, WATERBORNE COATINGS:

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

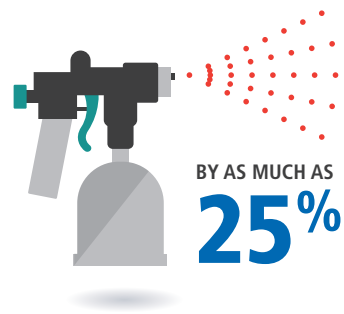
You would need 73 gallons of **SOLVENT-BORNE** coatings to complete a job that uses 55 gallons of waterborne coatings



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)



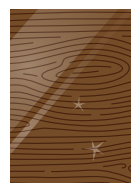
- Can be cleaned using soap and water, so you don't need to purchase special cleaning supplies
- Require fewer solvents to be stored in your facility, possibly lowering your fire/hazard insurance

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



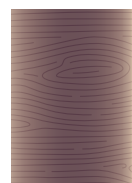
GLOSS RETENTION



IMPROVED ELASTICITY FOR JOINT MOVEMENT

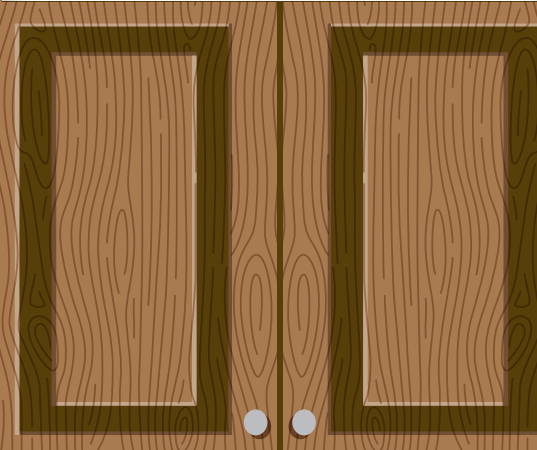


NO HALO EFFECT ON STAIN PRODUCTS



NO BLUE OR PURPLE HAZE

WATERBORNE MYTHS VERSUS REALITY

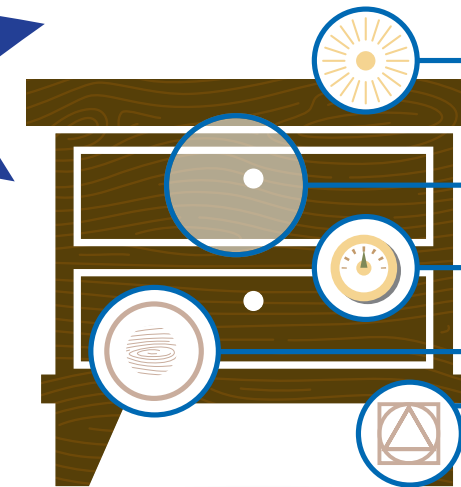


Waterborne is not a new technology, but today's waterborne finishing options are light years ahead of those available even five years ago.



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:



LOW VOCs

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