

# RETAIL PRODUCTS



AMERICA'S LEADING MANUFACTURER OF INNOVATIVE WATER-BASED FINISHES



## GENERAL FINISHES WATER BASED WOOD STAIN

INTERIOR STAINS WITH DEEP VIBRANT COLORS  
STAINS WOOD EVENLY  
FAST DRY, WATER CLEAN-UP  
Top Coat Plus - Bottom Coat Plus

PECAN, ANTIQUE OAK, HICKORY, ANTIQUE BROWN, PROVINCIAL, TOBACCO, BLACK CHERRY, ESPRESSO, ONYX, WALNUT, GRAYSTONE, GRAPHITE, BLACK, WHITEWASH

## GENERAL FINISHES WATER BASED DYE STAINS

INTERIOR DYE STAINS WITH DEEP VIBRANT COLORS  
DYE STAINS WOOD EVENLY  
FAST DRY, WATER CLEAN-UP  
Top Coat Plus - Bottom Coat Plus

AMBER, DARK BROWN, CANNAGRA, EBONY, EMPIRE RED, LIGHT BROWN, MEDIAN BROWN, HERBET, ORANGE, YELLOW, MISTAKE CHERRY, PINKET, GREEN, BLUE











## ABOUT GENERAL FINISHES

General Finishes was founded in 1928, and when I bought the company in 1984, annual sales were just \$200,000. The facility was a tiny store front, once a dry cleaner, in West Allis, Wisconsin. There were just two of us. Rob Szwedo made the products one can at a time, and I sold them one store at a time.

We moved to a real factory in 1988 and added a six-head pour machine with an automatic ladder (wow!). We bought a used forklift (called her Elle as she was gorgeous) and our ranks swelled from two to six.

By 1992 we were still just another oil-based finish company with a limited future. We then made the decision that changed General Finishes forever: We committed our resources to water-based finishes, something few manufacturers were interested in at the time. With dogged persistence through some tough times, we created a diverse product line of great water-based stains and finishes.

We won the first of three major water-based competitions against national manufacturers in 1996, and by 2000 we were recognized as a leading innovator in the development of water-based stains and finishes. In 2020, General Finishes introduced "renewable resources" into its water-based products, a technology that is the future of coatings. These bio-based resources are made from vegetable-based fibers and oils, such as corn, soybeans, wheat, cotton, and even marigolds. Best of all, they replace petroleum ingredients and do not compromise quality.

Over the years, General Finishes has grown in production capacity, sales, staff and, most importantly, water-based innovation. Although not a comparatively big manufacturer by size, we have the deepest line of water-based and oil-based products in the country. General Finishes is sophisticated enough to tackle all your needs, and small enough to give you service the big guys don't have time for.

*George C. Adams, President*  
**General Finishes Corporation**



## LOOK FOR THE GREEN ICON

General Finishes manufactures wood coatings made with more than 50% renewable resources, formulated from sustainable materials that decrease the carbon footprint, such as vegetable oils and plant proteins.





OIL BASED

# HARD WAX OIL & HARDENER



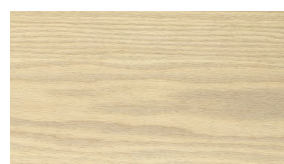
**Hard Wax Oil** is a high-quality urethane-solids polymer in a blend of oil & wax that enhances the natural look of wood. The urethane gives Hard Wax Oil improved chemical and mechanical properties over standard oil & wax finishes.

- MADE WITH RENEWABLE RESOURCES
- Most durable, easy-to-use oil/wax finish on the market
- 6 colors and Clear base
- Interior use
- Is a maintenance product—reapply as needed
- Sizes: Half-Pint, Pint

**Best used** with optional *GF Hardener* to substantially shorten dry time and provide **superior durability, and chemical and water resistance**.

“Our staff has been using General Finishes Hard Wax Oil for both personal and store projects for the past year. Along with ease of use, we found HWO finish to be exceptionally smooth and velvety. We appreciate it's tactile feel, setting it apart from similar products. One of our favorite projects was a store display finished HWO Golden that has received great feedback from customers. The color tones are easy to understand from their names and provide a rich, yet natural-looking finish. Overall, we have grown to love this product and highly recommend it to anyone in search of a natural-looking, user-friendly finish with a satisfying feel.”

*~Wes Brown at Woodcraft of Appleton/Fox Cities*



White



Brown



Limestone



Black



Golden



Gray



Clear

**LIMITED WARRANTY:** All of General Finishes products must be tested to your complete satisfaction before using. GF will not be responsible for color satisfaction, misapplication, nor compatibility with other manufacturers' products. GF will be responsible only for the cost of our products, and not for costs such as labor, damage or project replacement.





WATER BASED

# WOOD STAIN



**Water Based Wood Stains** are the most advanced interior stains on the market. In addition to producing deep, rich color, the biggest benefit is the clean, uniform results on hard-to-stain woods, like pine and maple. Pre-Stain Conditioner (Natural), may be used as a base to tint custom stain colors.

- MADE WITH RENEWABLE RESOURCES
- Fast dry, water clean-up, low odor
- 17 colors and Pre-Stain Conditioner (Natural)
- Interior use
- Sizes: Pint, Quart, Gallon

“Our customers are enjoying the fact that they get these rich colors without harmful odors, and fast dry times give the ability to stain and topcoat in the same day.” ~Matt Maguire, Viking Lumber



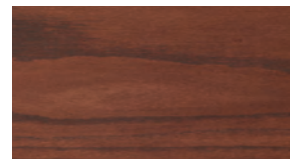
Whitewash



Cabernet



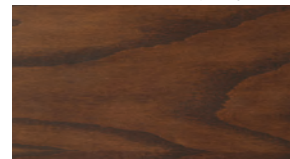
Pre-Stain Natural



Brown Mahogany



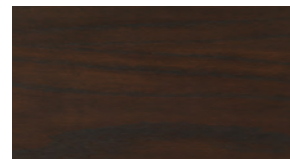
Antique Oak



Provincial



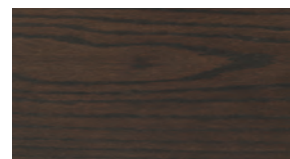
Pecan



Tobacco



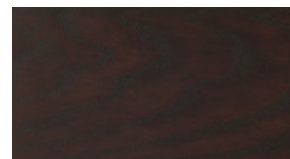
Antique Brown



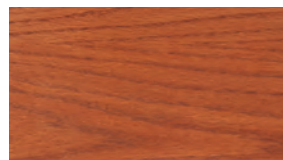
Onyx



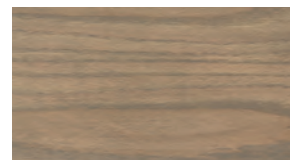
Walnut



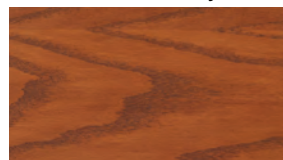
Espresso



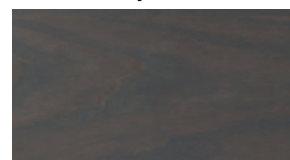
Black Cherry



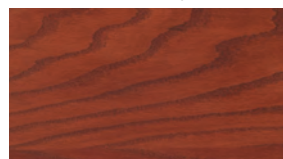
Graystone



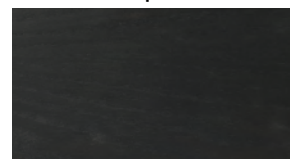
Hickory



Graphite



Sedona



Black



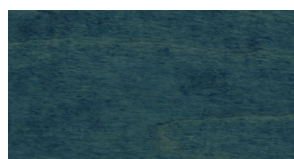
# DYE STAIN



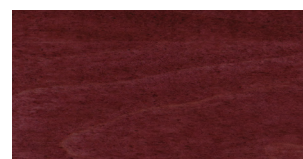
**Water Based Dye Stains** add exceptional color clarity and depth to highly figured woods. These transparent colors penetrate deep into the wood to produce rich colors that pigmented stains cannot achieve. Dye Stains can also be mixed with General Finishes Water Based Wood Stains to create custom colors and can be added to any General Finishes water-based topcoat to make toners. Dye Stain Reducer, a clear base, is available to dilute Dye Stains or it can be tinted with a dye concentrate.

- Fast dry, water clean-up, low odor
- Deep, penetrating, translucent colors
- 14 colors and clear Dye Stain Reducer
- Interior use
- Sizes: Pint, Quart, Gallon

“General Finishes Dye Stains are the best! Working with high-end hardwoods all day long, I love the vibrant colors and crystal-clear definition they offer. They are so easy to use, can be mixed, and work wonders on figured maple.” ~Will Brethauer at OWL Hardwood



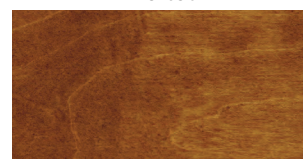
Blue



Merlot



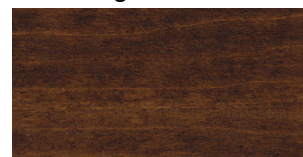
Green



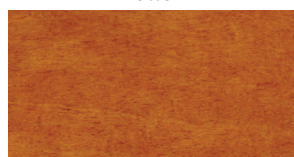
Light Brown



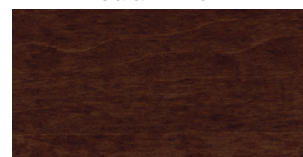
Yellow



Medium Brown



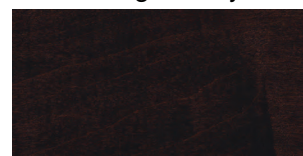
Amber



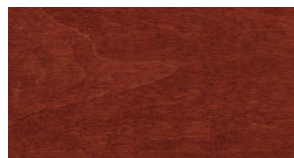
Vintage Cherry



Orange



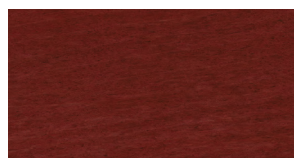
Dark Brown



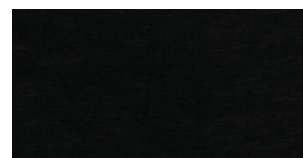
Cinnamon



Pewter



Empire Red



Ebony





WATER BASED

# MILK PAINT



**Milk Paint** is a highly versatile and durable water-based interior/exterior paint and its innovative formulation provides superior adhesion to raw wood, pre-finished wood and fiberglass. Milk Paint is easy to apply, has excellent flow and leveling properties, and dries to a low-luster sheen.

- MADE WITH RENEWABLE RESOURCES
- Interior and exterior use
- Fast dry, water clean-up, low odor
- Sizes: Pint, Quart, some colors in Gallon
- 12 colors and 2 bases, Clear and White
- Bases are tintable using low- or zero-VOC pigments

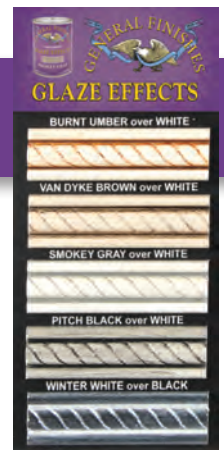
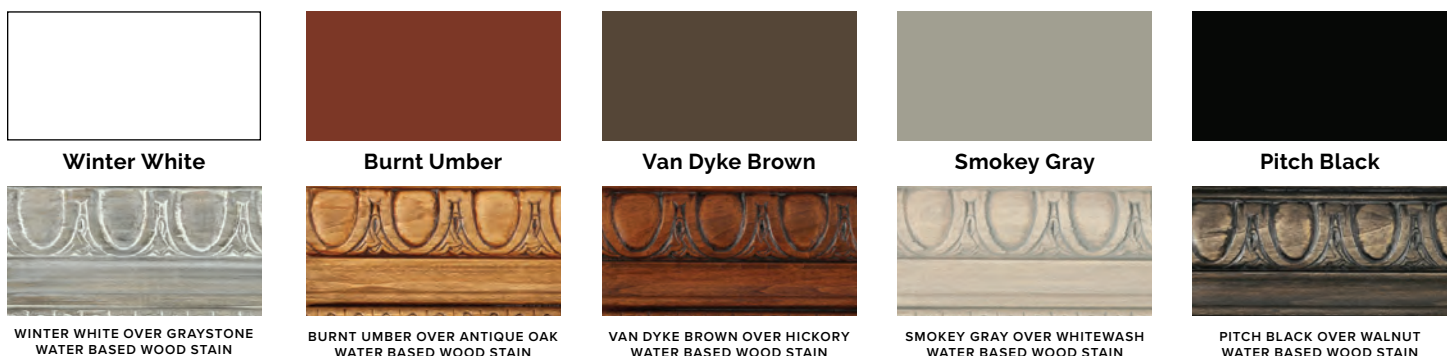


WATER BASED

# GLAZE EFFECTS

**Glaze Effects** are translucent colors used over Water Based Wood Stains or Milk Paints to create beautiful decorative finishes. Clear base is available for tinting to create custom colors. Use over water-based wood stains or Milk Paints. Clear Base is available for tinting to create custom color glazes.

- Fast dry, water clean-up, low odor
- Interior use
- Tintable with zero-VOC colorants
- Sizes: Pint, Quart, Gallon
- 5 colors and Clear Base





# WATER BASED TOPCOATS

WATER BASED

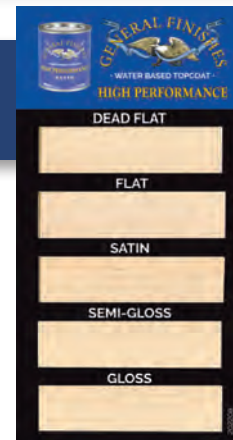
## HIGH PERFORMANCE

**High Performance** is a clear-drying high-solids, polyurethane. It provides superior toughness, durability and water resistance necessary for high-wear surfaces such as tables, cabinetry and furniture.

- Fast dry, water clean-up, low odor
- Interior use
- Sheens: Dead Flat, Flat, Satin, Semi-Gloss, Gloss
- Sizes: Pint, Quart, Gallon, 5-Gallon

“General Finishes High Performance water-based topcoat is a top seller in our store. The quality, ease of use and support offered by General Finishes tutorials [have] given our DIY customers confidence in tackling anything small or large.”

~Carol Naeff, Vintage Decor & Craftery



WATER BASED

## FLAT OUT FLAT

**Flat Out Flat** is a self-crosslinking acrylic topcoat that dries clear and produces a matte, wax-like finish.

- Fast dry, water clean-up, low odor
- Interior use
- Dead-flat sheen
- Sizes: Pint, Quart, Gallon

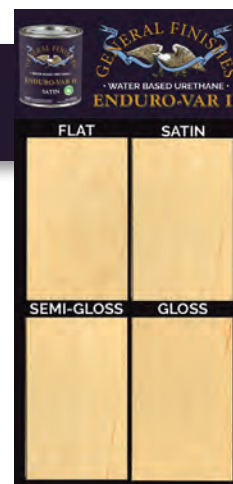


WATER BASED

## ENDURO-VAR II

**Enduro-Var II** Urethane Topcoat incorporates renewable resources—technology for the next generation of earth-friendly coatings. It is an oil/water combination that, like an oil, imparts an amber tone and enhances the figure of wood while providing all the benefits of a water-based finish.

- MADE WITH RENEWABLE RESOURCES
- Fast dry, water clean-up, low odor
- Interior use
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Quart, Gallon, 5-Gallon







WATER BASED

## EXTERIOR 450 STAIN

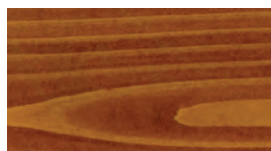


**Exterior 450 Stains** are made with UV absorbers and mildewcides. These stains perform well over new or existing wood finishes, fiberglass and composites. Not intended for decks.

- MADE WITH RENEWABLE RESOURCES
- For front doors, garage doors
- Fast dry, water clean-up, low odor
- Sizes: Quart, Gallon
- 9 Colors and Natural Base



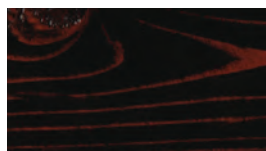
Natural Base



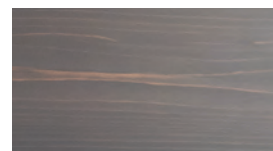
Chestnut



Cedar



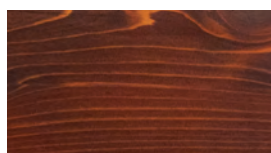
Coffee Bean



Aged Gray



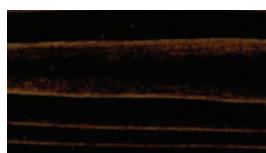
Butternut



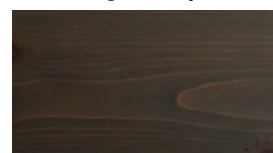
Mesquite



Red Mahogany



Black Walnut



Stormy Gray



WATER BASED

## EXTERIOR 450 CLEAR & WHITE

**Exterior 450 Clear & White Topcoat** are made with UV absorbers and mildewcides, providing a flexible exterior film that dries clear and moves with temperature variations. Use on new or existing wood finishes, fiberglass and composites. Not intended for decks.

- Fast dry, water clean-up, low odor
- For front doors, garage doors
- Sheens: Flat, Satin, Semi-Gloss, Gloss
- Sizes: Quart, Gallon, 5-Gallon

"I was skeptical about the longevity of a water-based exterior product, but General Finishes Exterior 450 has exceeded all expectations and now I won't use anything else."  
~Matt Maguire, Viking Lumber





WATER BASED

# PRO IMAGE FLOOR TOPCOAT

**Pro Image** is a single-component acrylic/urethane water-based topcoat for hardwood floors. It is easy to apply for professional or DIY users and provides high durability with minimal odor and fast dry times. Pro Image exceeds MFMA standards for slip resistance.

- Fast dry, water clean-up, low odor
- Interior use
- Sheens: Satin, Semi-Gloss
- Sizes: Gallon



WATER BASED

# WOOD TURNER'S FINISH

Wood Turner's Finish is a water-oil urethane hybrid that dries to a warm amber tone. It is designed to be used on wood turnings, either on or off a lathe.

- MADE WITH RENEWABLE RESOURCES
- Water clean-up
- Sizes: 8 oz.



## ADDITIVES, OILS, POLISHES, CLEANERS

**Extender** is an additive used in water-based finishes to lengthen dry times and improve flow and leveling. Sizes: 4 oz, 16 oz, Gallon



**Butcher Block Oil** Butcher Block Oil is a food-safe mineral oil for maintenance of butcher blocks, bowls, cutting boards, and wooden utensils. Sizes: 16 oz, Gallon



**Accelerator** is an additive used to shorten the dry time of water-based finishes. Sizes: 16 oz, Gallon



**Orange Oil** is an everyday cleaner and polish to remove dirt and dust from wood finishes and can be used as a lubricant to buff a topcoat. Sizes: 16 oz



**Satin Finishing Wax** is a unique blend of waxes that brings out the rich luster of woodgrain and can be used as a scratch remover over oil- or water-based finishes, including Danish Oil. Sizes: 8 oz



**Brush & Gun Cleaner** is designed to clean spray equipment after using General Finishes water-based stains, primers, paints, glazes and topcoats. Sizes: Gallon, 5-Gallon







 OIL BASED

# GEL STAIN

**Oil Based Gel Stains** are formulated with a unique combination of pigments, oils and urethanes to produce a durable, "hand-rubbed" finish. These thick stains apply easily and produce a uniform rich, dark color on hard-to-stain woods, like pine, maple and cherry. They have great adhesion on raw wood, existing finishes, fiberglass and steel doors.

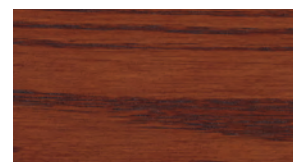
- 15 colors
  - Interior use
  - Sizes: Half-Pint, Pint, Quart, Gallon\*
- \*Gallons not available in all states due to VOC regulations*

"General Finishes Gel Stain has the best consistency I've seen, and I was getting calls for it as soon as I started stocking GF products."

*~Tim Elliott, owner, T. Elliott's Paint Shoppe*



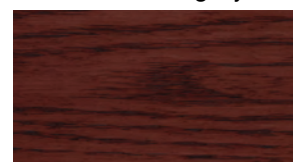
White



Brown Mahogany



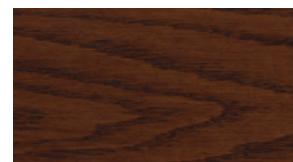
New Pine



Georgian Cherry



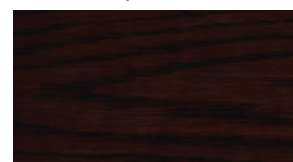
Colonial Maple



Antique Walnut



American Oak



Java



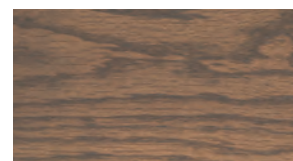
Nutmeg



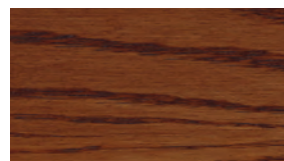
Black



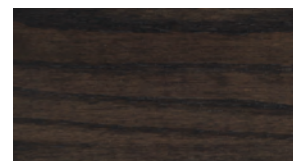
Prairie Wheat



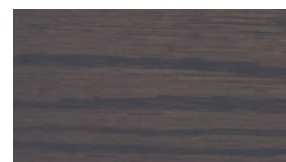
Ash Gray



Candlelite



Carbon Gray



Gray



 OIL BASED

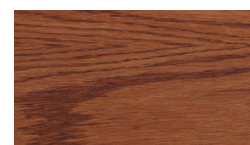
# WOOD STAIN

**Oil Based Wood Stains** are traditional liquid wiping stains ideal for any wood surface. They have beautiful colors and less odor than other oil-based stains.

- Easy to work
- 13 colors plus Pre-Stain Conditioner (Natural)
- Interior use
- Sizes: Half-Pint, Quart



Pre-Stain Natural



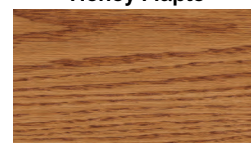
Antique Cherry



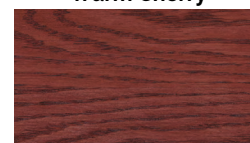
Honey Maple



Warm Cherry



Pecan



Mahogany



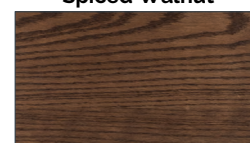
Salem



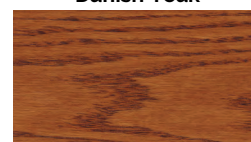
Spiced Walnut



Danish Teak



Mocha



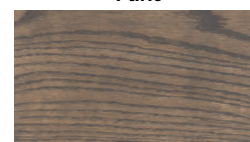
Candlelight



Flint



American Walnut



Slate

 OIL BASED

# SEAL-A-CELL

**Seal-A-Cell** is a unique combination of oils, urethanes and wax. It has served craftsmen for decades as the best way to get that "natural" look on beautiful woods.

- Similar to a Danish Oil finish
- Can be added to Oil Based Stain to lighten color
- Interior use
- Sizes: Pint, Quart, Gallon\*

*\*Gallons not available in all states due to VOC regulations*







 OIL BASED

## ARM-R-SEAL

**Arm-R-Seal** is an ambering oil-based urethane topcoat that can be used on raw wood or over any stain. Formulated as a wipe-on finish, its durability makes it perfect for all wood projects that require a hard, long-lasting finish that is easy to maintain.

- Interior use
  - Sheens: Satin, Semi-Gloss, Gloss
  - Sizes: Pint, Quart, Gallon\*
- \*Gallons not available in all states due to VOC regulations*



 OIL BASED

## GEL TOPCOAT

**Gel Topcoat** is an ambering, oil-based urethane topcoat formulated to be applied in very thin coats to produce a soft, silky hand-rubbed finish with exceptional durability. It is ideal for vertical surfaces where thinner products may run or drip.

- Interior use
  - Sheens: Satin
  - Sizes: Half-Pints, Pint, Quart, Gallon\*
- \*Gallons not available in all states due to VOC regulations*



 OIL BASED

## OUTDOOR OIL

**Outdoor Oil** is an ambering, exterior-rated penetrating oil that acts as a wood preservative. It contains UV stabilizers to extend the life of the finish.

- Exterior use
  - Sizes: Quart, Gallon\*
- \*Gallons not available in all states due to VOC regulations*



 OIL BASED

## WOOD BOWL FINISH

**Wood Bowl Finish** is a durable, ambering wipe-on oil/urethane topcoat for use on lathe-turned wood projects.

- Interior use
- Sheens: Gloss
- Sizes: Pint, Quart







# ENDURO®

BY GENERAL FINISHES

General Finishes Enduro line of water-based coatings is formulated for professional, industrial, and OEM operations. Comprehensive videos for each product are available on YouTube, and comparison charts at [GeneralFinishes.com](http://GeneralFinishes.com).



**Ready-to-Match (RTM)** are dye/pigment combinations that can be intermixed to create an endless number of colors or to efficiently match any existing stain with ease.



**2K Clear & 2K White Poly** are tintable 2-component polyurethane topcoats that provide ultimate durability for any commercial application.



**Clear, White & Black Polys** are self-crosslinking urethane/acrylic topcoats that are equivalent to solvent-based conversion varnishes.



**Pro Polyurethane Clear & White** are self-crosslinking polyurethane/acrylic topcoats engineered for the competitive contractor market with fast build and 2-coat hide properties.



**Pre-Cat Lacquer** is a self-crosslinking acrylic topcoat that dries hard and fast for rapid stack times on production-line items at a cost-effective price.



**Conversion Varnish** is a durable self-crosslinking urethane/acrylic topcoat. It's thinner viscosity makes spray application easy when tinting or toning is not required.



**Sanding Sealer** is an interior self-crosslinking acrylic clear coat that can be used for toning and is a cost-effective base coat for any General Finishes water-based topcoat.



**White Undercoat & Deep Base Primer** are tintable interior/exterior rated Polyurethane acrylic physical primers. **Stain Blocker** is an interior/exterior epoxy-acrylic chemical primer to protect against tannin bleed-through.



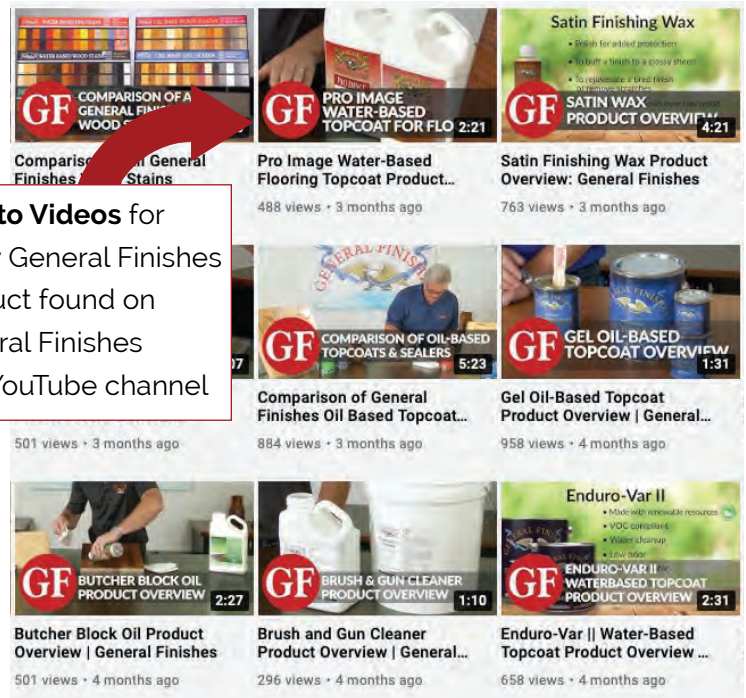
# RETAIL SUPPORT MATERIALS

All **General Finishes Point of Purchase** boards are produced in-house to ensure an accurate representation of the color and finish you can expect with our products.

The horizontal header is the most popular board; it is big, colorful, and attracts customers to the product. This display is 36"W x 12"H and was designed to fit 36" endcaps as well as 48" aisle shelving.

Vertical or aisle boards are for stores that prefer having attention-grabbing samples in the aisle. These two-sided displays are 6"W x by 36"H. They can be configured for your space needs.

**How to Videos** for every General Finishes product found on General Finishes YouTube channel





# THE GANG FROM GF



## ROB SZWEDO

Rob was GF's first employee in 1979. He had his hands on every position in the company. In 1993 Rob moved from production to sales and proved to be much, much better in that capacity than anyone, including himself, ever expected.

[rob@generalfinishes.com](mailto:rob@generalfinishes.com)



## TOM MONAHAN

Tom owned an antique restoration business and worked as a chemist in a water-based coatings company before joining GF in 1994. He began by developing and selling GF's water-based products. These days Tom stars in GF videos.

[tom@generalfinishes.com](mailto:tom@generalfinishes.com)



## RYAN DENNY

Ryan joined GF in 2010 with a BA in chemistry and strong background in wood coatings. He develops all GF formulations (including the RTM Stain system) and continually updates GF's product lines to meet our mission as America's leader in water-based technology.

[ryan@generalfinishes.com](mailto:ryan@generalfinishes.com)



## JOHN ADAMS

John was part of the package when General Finishes bought Prelude in 1988 and has worked in GF sales ever since. John is now sales representative for California and his passion for GF is contagious. If you are from the west coast and have not met him, you will.

[john@generalfinishes.com](mailto:john@generalfinishes.com)



## SARA WIBLE

Sara joined GF in 2013, after closing her business of raising and breeding Dutch horses. When not road-tripping in her Porsche flat-six, you can find her relaxing, old-world red in hand, and planning her next adventure.

[sara@generalfinishes.com](mailto:sara@generalfinishes.com)



## JORDAN SZEWCZYKOWSKI

Jordan came to GF in 2016 with experience in real estate sales and retail management. Raised in East Troy near the factory, he grew up learning how to build and repair things, instilling a love for woodworking and finishing.

[jordan@generalfinishes.com](mailto:jordan@generalfinishes.com)



## TIM NATHAN

Tim joined GF in 2014 to spearhead our entrance into the floor finish industry but eventually left to further his finishing experience with Basic Coatings. We never forgot Tim's charming personality, sales abilities and extensive knowledge of professional coatings, so in 2022 we lured him back to lead our Professional Coatings division.

[tim@generalfinishes.com](mailto:tim@generalfinishes.com)



## BRETT MORRIS

Brett came to GF in 2022 after spending the previous 2 years as a Mortgage Loan Officer. Raised in Walworth, Wisconsin, he graduated from UW Oshkosh in 2019 with a BA in Finance and Information Systems. Ingrained with a love of the outdoors and archery, he enjoys practicing with his bow and scouting the whitetail woods in his free time.

[brett@generalfinishes.com](mailto:brett@generalfinishes.com)



## JAMES MATTHEWS

James came to GF in 2024 with experience in the hospitality and sales industry. He and his wife have owned and operated a historic wedding barn in SE Wisconsin for the past 7 years. When not at GF, you can find him on the golf course or spending time with his wife and 2 small children.

[james@generalfinishes.com](mailto:james@generalfinishes.com)



## CHRIS DETTLAFF

Chris came to GF in 2024 with experience in cGMP analytical chemistry and hospitality. Raised in New Berlin, Wisconsin, he graduated from UW La Crosse in 2019 with a BS in Biochemistry. In his free time, being outdoors either fishing or snowmobiling. He is always willing to chat about GF or hunting.

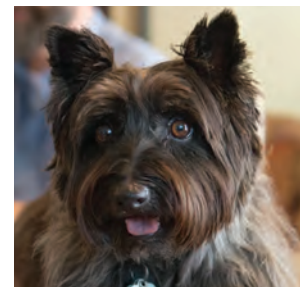
[cdettlaff@generalfinishes.com](mailto:cdettlaff@generalfinishes.com)



## TAYLOR LANGAN

Taylor joined GF in 2024 with a degree in firefighting, and luckily a background in industrial sales. He spends his time walking his dog, fixing up his Victorian house conveniently located in East Troy, and enjoying his life with his new wife.

[taylor@generalfinishes.com](mailto:taylor@generalfinishes.com)



## KATIE ADAMS

Katie has been with the GF for 14 years. Her first years were spent in the Lab testing the PH level of our water-based products. More recently she has been in charge of testing the scratch resistance for our topcoats. Always she has been a loyal and loving member of the GF family.

[katie@generalfinishes.com](mailto:katie@generalfinishes.com)





Tomorrow's Wood Finishes Today



GENERAL FINISHES  
East Troy, Wisconsin 53120

**MADE IN THE USA**

Find Us On:  
[GeneralFinishes.com](http://GeneralFinishes.com)



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