

Old Masters®

FOR IMMEDIATE RELEASE

Old Masters Launches Professional Finishes

Orange City, IA – July 31, 2020 – Old Masters, a division of Diamond Vogel, announced today their new professional line of wood coatings. These coatings are specifically developed for contractors, builders, and wood shops and will be sold through independent dealers. The line will feature advanced water-based spray finishes as well as traditional pre-catalyzed lacquers, conversion varnishes, and sealers.

“We are taking our extensive understanding of wood coatings and offering a pro focused program that applicators will appreciate for its ease of application, time savings, and value,” says Robert Reints, Director of Operations at Old Masters. “Our Professional line will be easily identifiable with branding exclusive to its products and supported by its own website that will showcase the product and offer reference material, technical data, and an FAQ section.”

“As part of this release, we are excited to launch an exclusive water-based, single component finish that offers an alternative to traditional pre-cat lacquers and conversion varnishes. Apex HPP Interior Water-Based Clear Finish sprays extremely well, delivers superior chemical and wear resistance, and offers quick dry times. Water-based products like Apex HPP meet many of the requirements in areas where VOCs are a concern, one important factor in selecting products for in-field application,” adds Reints.

Old Masters Professional Offering:

Apex® High Performance Polymer (HPP) Interior Water-Based Clear Finish

- Excellent sandability as a self-seal system
- Fast dry and stacking times with minimal grain raise
- Meets KCMA and ASTM performance requirements when applied according to manufacturer’s specifications
- Excellent chemical and wear resistance
- Optional hardener for improved durability

MultiLac™ Pre-Catalyzed Lacquer

- Superior performance to standard nitro-cellulose lacquers without having to add catalyst
- Self-sealing technology
- HAPs compliant
- Meets KCMA and ASTM performance requirements when applied according to manufacturer’s specifications

VersiVar™ Conversion Varnish

- Self-sealing technology eliminates the need for a separate sealer
- Two component, high performance water-clear conversion varnish
- Superior resistance to abrasion, staining, household chemicals, and body oils
- HAPs Compliant

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Old Masters®

Integra™ Vinyl Sealer

- Universal vinyl sealer for use with VersiVar Conversion Varnish and MultiLac Pre-Catalyzed Lacquer
- Superior performance to standard nitro-cellulose sealers without having to add catalyst as would be necessary with post catalyzed sealers

For more information or to become a dealer, contact Old Masters at (800) 747-3436 or info@myoldmasters.com.

About Old Masters

Old Masters is nationally recognized for its comprehensive stains and finishes, retail programs for independent paint, hardware, and specialty woodworking retailers. Founded in 1953, Old Masters manufactures wood finishing products for the woodworking enthusiast and professional. The company believes in quality that lasts, attention to detail, integrity, and enduring craftsmanship. For more information about Old Masters, visit myoldmasters.com.

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- Learn more about Old Masters Professional on our website:

<https://myoldmasters.com/professional/>

- Editors: You may download any of the support artwork for use in print or web materials.

<https://myoldmasters.com/professional/media/>

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