



## The What and Why of Conversion Varnish

### What is Conversion Varnish?

- Conversion varnish is an advanced wood coating technology utilized for the most demanding performance environments
- As compared to most conventional wood finish technologies – Conversion varnish offers the following advantages:
  - Superior coating Strength – much stronger coating to resist scratches and corner wear.
  - Superior Moisture Resistance – Coating keeps the underlying wood protected from moisture and associate problems of coating cloudiness and breakdown
  - Vastly Superior Chemical Resistance – conversion varnish is not broken down by even the harshest chemicals and cleaners. Things such as alcohol that can quickly breakdown lacquers are impervious to Conversion Varnish. Typical commercial cleaners are much less of a concern for use on the surface when finished with Conversion Varnish.
  - Superior Adhesion – Simply put – the coating sticks to the wood much better. Even in heavy abuse environment – Conversion Varnish is much less likely to “peel” and separate from the wood substrate.
  - Great Surface Feel – Properly applied and cured conversion varnish achieves this performance without losing a silky natural hand feel – other technologies (i.e. urethanes) have high performance but end up with unnatural plastic feel to the touch.

### Our Conversion Varnish

- We utilize a high solid formulation that is catalyzed as it is sprayed onto the surface. It builds the coating thickness uniformly and ensures complete cross linking in each application step.
- All of our conversion varnish includes an anti microbial additive that protects the surface of the product from microbial growth.
- Additionally – all conversion varnish is enhanced with a UV inhibitor to provide protection from sun exposure and additional product life without fading.

### The Application Process

- Utilizing the right coating technology is critical but not sufficient for the highest performance finish. Our wood seating is produced in a unique process to ensure the highest performance standard:
  - No Vinyl Sealers Used – many finishing processes begin to seal the wood after staining by applying a cost effective spray on vinyl sealer between the wood and the top coat. Vinyl sealers are fine – but they have lower grade adhesion that conversion varnish. We therefore achieve the greatest coating adhesion by using the Conversion Varnish as the first sealer instead of a cheaper vinyl sealer.
  - Oven Capacity – The best conversion varnish applications require a great deal of heat and oven curing time for complete cross link and curing. Since we manufacture our own wood parts – we have ample wood waste which is recycled into heat for our curing ovens. Each chair travels on a precisely controlled 3750 feet long conveyor through each finishing step and through 5 high temperature curing ovens.