

# The Rosebud Company

Classic Wood Floor Refinishing and Restoration

## Understanding Recoating: What, Why & How

By Michael Purser, The Rosebud Company

Recoating is exactly what it sounds like: An application of new finish over the older, ailing finish. It can be done quickly, cleanly (absolutely no dust) and is reasonably priced. My prices start at \$1.60 per square foot – 55 to 65% less than my sanding and refinishing cost. You may still see water damage, deep scratches, gouges and indentations but they will blend in better and the original color and luster will be restored. Recoating is not a process that neither removes old paint nor is it recommended for floors maintained with either paste or acrylic waxes.

Recoating is paying big dividends in several ways. For the homeowner whose floors was refinished 10-25 years ago and is experiencing a mid-life crisis, it is restoring the luster and beauty of the wood under their feet. The homeowner looking to sell their home sees this as an inexpensive deal maker. The reasonable cost and time invested in refurbishing the floors can easily make a home more appealing for prospective buyers. Recoating is also becoming a standard feature in many remodeling and redecorating projects since it can round out the improvements economically and efficiently. And for the homeowner ready to occupy a previously owned home, it is the perfect housewarming present to themselves.

The key to successful recoating is the preparation prior to applying finish. It is critical that the floor is thoroughly cleaned before any applications of finish. Cleaning is with chemicals specifically formulated to remove the type of contaminants commonly found on wood floors. The old finish is scrubbed with these cleaners to loosen up dirt, grime and other products that have collected on the surface. This cleaning ensures that the new finish will properly bond and adhere to the old finish.

After cleaners have been removed the floor is allowed to dry overnight. Next, is a synthetic pad to buff the floor or a chemical bonding agent for the final prep. The floors are carefully vacuumed and are now ready for an application of finish. High use areas (kitchen, hall or family room) get multiple applications for additional protection.

I work with waterborne polyurethanes finishes only. These environmentally responsible coatings are tough, durable and easy to maintain. They are expensive but worth the money. You avoid noxious vapors; get superior protection and phenomenal drying and curing times that assure you a quick turn around.

Recoating enhances the beauty of a home, extends the life of the finish for many years and does it economically, efficiently and with environmentally responsible products. Most importantly, it leaves the wood under your feet and not in a bag on the street! I have a 100% success record with this process and will provide you references to a growing list of satisfied clients.

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