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# NEWS

**FOR IMMEDIATE RELEASE**

## **Waterlox Featured on “The Money Pit” Syndicated Radio Program**

- Vice President Kellie Hawkins Schaffner interviewed about resin-modified Tung oil, Tradition -

**CLEVELAND** (Thursday, January 20, 2011) – Waterlox Coatings Corporation ([www.waterlox.com](http://www.waterlox.com)) was featured in an interview about wood finishing options in January on the nationally syndicated radio program “The Money Pit.” Vice President Kellie Hawkins Schaffner discussed the company’s commitment as the nation’s leading provider of premium wood finish handmade from resin-modified Tung oil.

The Money Pit ([www.themoneypit.com](http://www.themoneypit.com)) is a nationally syndicated, call-in radio show that helps listeners with their home repair and improvement problems. The show, hosted by Tom Kraeutler and Leslie Segrete, has consistently been named among “America’s 100 Most Important Radio Shows” by Talkers magazine. It’s been on the air for over ten years, and is now carried on over 250 radio affiliates across the nation, as well as on XM satellite radio.

The Waterlox interview (click [HERE](#) to listen to the segment) with Hawkins Schaffner focuses on the company’s rich history of developing products with Tung oil as the natural base for its premium wood finishes.

“It’s always a honor to be considered an expert in our industry and Waterlox will continue to dedicate its efforts to delivering quality and value to our customers for another 100 years,” Hawkins Schaffner said.

Founded in 1910 as The Empire Varnish Company by R.L. Hawkins, Sr., Waterlox remains family owned and Hawkins Schaffner, the fourth-generation to lead the

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## **Waterlox Featured on The Money Pit Radio Program – Cont.**

company, continues to remain focused on delivering solutions for flooring, cabinetry, woodworking and outdoor/marine segments.

Waterlox produces a unique wood finishes line even amongst others who use Tung oil in their formulations. “Waterlox is unique because our Original Tung oil finishes are resin-modified Tung oil based wood finishes. Because they are resin-modified Tung oil finishes, they penetrate into the pores of the wood and form a film that is water-resistant, elastic and stands up to foot traffic and common household spills,” Hawkins Schaffner said.

Further, Waterlox finishes are different from other types of wood finishes on the market and offer a “best of both worlds” alternative. For example, raw oils penetrate into the wood but do not provide any real protection to the substrate and need to be recoated often due to oxidation and wear. Surface finishes such as urethanes (either water or oil-based) lie on top of the surface, look more like plastic, can be brittle and once breached will fail. “The reason we are the best of both worlds is because Waterlox penetrates like raw oil, but protects and nurtures the wood without being brittle and having the plastic look of surface finishes,” Hawkins Schaffner said.

Waterlox finishes penetrate into the pores of the wood and build up to a film that protects and nurtures the wood; and on top of all that Waterlox Original Tung oil finishes are easier to restore and re-coat.

“Our resin-modified Tung oil products are made from Tung oil which delivers a strong base for our products that is ideal for sealers and finishes, and is all natural providing a green solution for our customers,” Hawkins Schaffner said.

In 2009, the National Wood Flooring Association (NWFA) awarded Universal Floors, Inc., two Floor of the Year Awards – Best Restoration in the hand cut category and Best Library/Office in the hand cut category in the NWFA’s 2009 Wood Floor of the Year Contest. Contributing to the win was Universal Floors’ decision to use Waterlox Coatings Corporation’s Original Sealer/Finish on the restoration project and Waterlox Original Satin Finish in the library.

### **About Waterlox**

Founded in 1910, Waterlox Coatings Corporation, based in Cleveland, Ohio, is the nation’s leading manufacturer of premium wood finishes, handmade from natural Tung oil. A fourth-generation, family-owned company, now run by Chief Executive Officer Jay

Hawkins and Vice President Kellie Hawkins Schaffner, Waterlox continues to manufacture products using the finest ingredients, combining Tung oil, resins, mineral spirits and other ingredients to produce a complete wood finish that gives the look and feel of naturally oiled wood. Waterlox products represent the flooring industry’s highest level of

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## **Waterlox Featured on The Money Pit Radio Program – Cont.**

quality protection for both interior and exterior wood finishing projects and also supply tools for application.

For more information about Waterlox, please visit [www.waterlox.com](http://www.waterlox.com) or call (800) 321.0377. To visit Waterlox on Facebook, click [HERE](#), or you can follow Waterlox on Twitter at @tungoilfinishes. To subscribe to receive the Waterlox monthly e-newsletter, click [HERE](#).

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