



Waterlox Coatings Corporation
9808 Meech Avenue
Cleveland, Ohio 44105
P 216 641 4877 F 216 641 7213
E info@waterlox.com
www.waterlox.com

Kellie Hawkins Schaffner
Vice President
Waterlox Coatings Corporation
(216) 641.4877

Media Contact:
Ed DeMask
DeMask Marketing
(630) 768.1404
ed@demaskmarketing.com

NEWS

FOR IMMEDIATE RELEASE

Waterlox Coatings Corporation Celebrates 100-Year Anniversary

- Focus on Tradition, Quality Remain Core Values throughout the Company -

CLEVELAND (Thursday, November 04, 2010) – Waterlox Coatings Corporation (www.waterlox.com) is proud to announce the celebration of its 100th anniversary this month as the nation’s leading provider of premium wood finish handmade from natural Tung oil.

Founded in 1910 as The Empire Varnish Company by R.L. Hawkins, Sr., Waterlox is a family owned company that remains as focused on delivering quality and value as it has since its inception.

According to Vice President Kellie Hawkins Schaffner, the fourth-generation to lead the company, Waterlox employees take a great deal of pride in developing and manufacturing leading products that are known throughout various market segments – from flooring and kitchens to cabinetry and outdoor/marine.

“Our family’s commitment to delivering a long and storied history in each product is important to all of us, and it shows in the way that customers are using our finishes and how incredibly strong our word-of-mouth recommendations are,” said Hawkins. “Every referral is a bold statement to such a loyal customer base and we plan to continue focusing on delivering quality, value and superior product solutions for many years to come.”

In the 1930s, Waterlox Transparent (known today as Waterlox Original Sealer/Finish) was developed, a product that eventually led to the introduction of several other Tung oil based products. At that time the Waterlox division at Empire Varnish was created. Some 30 years later in the 1960s, the company officially became the Waterlox Chemical and Coatings Corporation. It was shortened in the 1990s to Waterlox Coatings Corporation.

***** MORE *****

Waterlox Celebrates Its 100-Year Anniversary – Cont.

Throughout its history, Tung oil has remained the successful core of Waterlox products. Tung oil is completely natural and renewable as it comes from the nut of the Tung tree and it is the best penetrating drying oil available. It has been used as a base for sealing and waterproofing Chinese ships as early as the 14th century and it remains elastic by moving with the wood during seasonal changes.

The Tung tree, indigenous to China and South America, is named for its heart-shaped leaves because “Tung” is Chinese for “heart.” When applied, rich Tung oil penetrates deep into the pores of the wood to provide a tough, highly water-resistant finish that never loses elasticity and does not darken with age.

“Tung oil 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 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 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 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 or call (800) 321.0377. To visit Waterlox on Facebook, click [HERE](#), or you can follow Waterlox on Twitter at @tungoilfinishes.

###