



STAIN AND SEALER FOR WOOD



New Dealer Training



How We Are UNIQUE



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[the Distributor Training Video](#)



STAIN AND SEALER FOR WOOD

Ready Seal Advantage

- ***No Laps, Runs or Streaks***
- ***No Back Brushing Required***
- ***No Cracking, Chipping, Flaking or Peeling***
- ***Can withstand rain within minutes of application***
- ***Easy Maintenance - No sanding or stripping required for reapplication***
- ***Contains no linseed or vegetable oils that promote algae and fungus growth in wood***
- ***Can be applied in any temperature***
- ***Does not get tacky or sticky***
- Biodegradable
- Easy to Apply - can be applied with a simple garden sprayer, roller, brush or airless sprayer
- Penetrating wood stain and sealer
- Can be applied to **all** types of hard or soft wood, including rough and smooth surfaces
- Dries to a durable, flat, natural finish
- Can be applied wet-on-wet OR wet-on-dry with no lapping
- Can be applied in direct sunlight, in any temperature
- No mixing or stirring required during application of the product
- Repels moisture
- Low odor & mildew resistant
- Ultimate UV protection





STAIN AND SEALER FOR WOOD

Ready Seal vs Competitors

Stain/Sealer Characteristics	Ready Seal	Other Oil-Based Exterior Stains
Requires no back brushing and will never leave laps, runs, or streaks	Y	N
Can withstand rain within minutes after application	Y	N
Can be applied in any temperature	Y	N
Can be applied in direct sunlight	Y	N
Does not get tacky or sticky	Y	N
Free from linseed or vegetable oils that promote algae and fungus growth in wood and can spontaneously combust	Y	N
Biodegradable	Y	N
No mixing or stirring required during application of the product	Y	N
Requires no wet-line application; the product will blend itself	Y	N
No cracking, chipping, flaking, or peeling	Y	N
Can be applied wet-on-wet OR wet-on-dry with no lapping	Y	N
Low odor and mildew resistant	Y	N





Contractor Labor Savings = More Store \$ales

- Reduces project labor costs by 70%
- Able to do four or five jobs per day with one person
- Other stains require multiple people to complete a single project over one or two days
- Contractors make more money because they can complete more jobs in a day/week/month

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STAIN AND SEALER FOR WOOD

Warehouse Items

Colors Available

- 8 Colors
- 1-Gallon and 5-Gallon options
- 16 total SKUs in the warehouse
- 4 Gallons (1 Case) minimum order out of warehouse



Estimated Coverage Rate

Wood Type	Sqft/gal
Spruce Fence	150
Cedar Siding (smooth)	150
Cedar Fence	125
Cedar Siding (rough)	125
Pine Fence	150
Pine Siding	170
Treated Pine Fence	150
Split Rail Fence	150
Cedar Shingles	150
Treated Pine Deck	150
Cedar Deck	150

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Free POP Items Available

- Video Monitor
- Color Fan Decks
- Liquid Samples
- Shelf Talker
- Cedar Sample Board
- Product Brochures
- Ready Seal Advantage Sheets
- Technical Data Sheets
- Color Catalog Sheets





Ready Seal Dealer Perks

- Dealer Locator
- Sales Staff Training
- POP Items
- Support and/or participation in customer appreciation events





4 Things To Know About Wood

1 - Moisture

- The wood moisture content should be **12% or less** to apply Ready Seal.
- We recommend using a moisture meter.

2 - Mill Glaze

- New wood usually has a compacted surface condition called mill glaze which needs to be removed.
This is most commonly seen on smooth milled substrates; i.e. *fir, western wood cedar, pine*
- To remove mill glaze, apply **50% bleach and 50% water** solution, let it set for 15-20 minutes, rinse well with a power washer (1000PSI) or a garden hose with a jet spray attachment, and then allow to completely dry.

3 - Finishes

- Ready Seal will not penetrate any other products.
- All other finishes must be removed by stripping or power washing.

4 - Sanding

- We do not suggest sanding. However, if necessary, we recommend 60-80 grit sandpaper.

Questions? – Call Ready Seal technical support at **1-888-782-4648** for individual analysis





Additional Marketing Videos

- [90-Second Commercial- Application Process](#)
- [30-Second Commercial- Ready Seal Secret](#)
- [15-Second – Ready Seal Secret #4](#)
- [15-Second – Ready Seal Secret #6](#)
- [15-Second – Ready Seal Secret #9](#)
- [15-Second – Ready Seal Secret #12](#)
- [15-Second – Ready Seal Secret #19](#)
- [15-Second – Ready Seal Secret #31](#)

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