

The

TOWER

Letter

“News From the Floor Care Industry.”

More Is Not Always Better - Part I

If a little is good, more is better. This adage is applied to many things such as food, medicine and money. Unfortunately this is not always true. A case in point is floor finish stripper.

We would like to make an example of one of our customers, without revealing his identity, and with his permission of course. We will call him 'Joe'.

Joe decided to try our new stripper, 'Rescue'. Because he was stripping a fairly difficult floor he thought he would mix the stripper a little strong. Instead of mixing Rescue 1 to 16 or 1 to 32 he mixed it 1 to 5 (5 gallons of Rescue in a 30 gallon solution layer). Since that wasn't working he instructed one of his workers to throw in a pail of Strip Off with it. It still wasn't emulsifying the finish. It did however eat away at their shoes and feet, causing serious burns.

“Floor finish strippers require water as a carrier in order to work. If they are mixed too strong effectiveness is reduced dramatically.”

By this time Joe was pretty upset so he saved a gallon of the mixed stripper for us to test to determine what the problem was. To his surprise we showed him that more was not better. We poured out about a cup of his stripper on a finished floor and it did nothing. We then mixed half a cup of his concoction with half a cup of water and poured it on the floor next to the first test spot. Immediately the finish was emulsified!

Floor finish strippers require water as a carrier in order to work. If they are mixed too strong effectiveness is reduced dramatically. The same principle holds true for antifreeze in a car's radiator. One-hundred-percent antifreeze freezes at zero to minus five degrees Fahrenheit but when diluted with water the freezing point actually lowers! So even in this case more is not better!

Three things can be learned from this:

- 1) Follow directions
- 2) Wear adequate footwear
- 3) MORE IS NOT ALWAYS BETTER!

More Is Not Always Better - Part II

True or false?

Higher solids content in floor finish = better gloss

Higher solids content in floor finish = harder surface

“The type of ingredients and how they are chemically combined are the important factors in determining performance.”

The answer to both of those questions is false. The factor that determines the solid content of a finish is the **non-volatile** elements that remain on the floor, such as the polymers, resins, waxes, surfactants and other ingredients after the **volatile** content has evaporated, the volatile elements being water, solvents etc. The nonvolatile solids that remain on the floor are what determine the gloss and durability of the finish. That would lead us to the seemingly logical conclusion, the higher the solids the better, right? Not necessarily.

The **quality** of the materials used and the **skill** that goes into their formulation, not the percentage of solids, is what determines the characteristics of a floor finish. Actually, higher solids can be undesirable. When high solids finishes are applied too quickly, water and some of the fugitive plasticizers can be trapped between coats and cause excessive scuffing, black-marking, dirt impregnation and premature wear. A higher solids content tends to pack emulsion particles closer together, creating a more unstable finished product.

Technical Stuff

Today's finishes are based on acrylic polymers, alkali soluble leveling resins, polyethylene emulsions and many additives, including high boiling water soluble solvents. If the formulation has excessive amounts of high boiling coalescent solvents added, to obtain a high solids content, the drying time can reduce the gloss as it gradually evaporates. The type of ingredients and how they are chemically combined are the important factors in determining performance. We also need to take into consideration the fact that individual polymers, resins, waxes and other materials vary among manufacturers. The result can be that a finish with 18 percent solids may vary greatly from other finishes with the same solid percentage.

The myth that high solids equals hardness is just that: a myth. If you were to take two finishes that are exactly the same except one has a higher solids content, you would find the lower solids finish developing its hardness faster and to a higher degree than its high solids counterpart. To obtain the best user-friendly results, we have found 18-20% solids to be ideal.

A floor finishes characteristics (such as it's buffability, hardness,

gloss, etc.) are determined by the type of polymer not the quantity. That is why there are so many different Pro Line finishes. Some are designed for buffability, some for hardness, some for laydown gloss, some for ease of use, and the list goes on! So don't be fooled by claims that high solids mean better finish.

Super Concentrates

Tower Industries now has super concentrates available. What are superconcentrates? They are chemicals such as restroom cleaners, quats, and heavy duty spray cleaners that are concentrated to save cost and the environment.

The products come in one gallon and quart sizes. The quart size is designed for our Pro Line Stack Rack system which is a three shelf rack with five gallon jugs and faucets. Each quart of superconcentrate makes five gallons of ready to use product!

“All super-concentrates are environmentally sensitive, biodegradable and phosphate free.”

The gallon size is designed to be used with a proportioner system such as our four station blend center. The superconcentrates are placed in a locked stainless steel cabinet. To dispense the ready to use product into a spray bottle, bucket or scrubbing machine simply press the appropriate button and the concentrate is mixed at exactly the correct proportion for use.

All superconcentrates are environmentally sensitive, biodegradable and phosphate free. They save time, space and money. If you are interested in saving money and the environment, give us a call.



Address Correction Requested

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Comments of:

Classified Ads

Kent pressure washer 1000 psi - \$400
Instant hot water tank. Bosch, - \$750 or
best offer
Large circular fan, 60"- \$400
Call Earl 206-922-9162

20" Pioneer Eclipse GXV340 Engine
with propane tank - \$700
Call 509-839-7359 Fax 509-839-8851

Autoscrubber, 26 inch Gamma , works
excellent, in excellent shape. \$2600 or
negotiate. Ask for Don 206-235-5580

Hi, my name is Rick Elliott of M&R Elliott
Enterprises Inc and I have 6 used Pro-
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750-1300 good condition & ready to go.

Do you need a backup unit or perhaps
a second buffer, or even a main line
buffer, just call 360-943-5929 and leave
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Pager at 360-956-3893 then just punch
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