

## A Family Business with an Ideal

Mark Larson, co-owner of Midwest Prefinishing, created a slogan to match his company's philosophy: Simply the Best. They strive to be "the best supplier, one that is worry-free and where quality is paramount. Nothing leaves the door we wouldn't be proud of installing in our own homes."

Because he sells service, he knows that their skill, response, and delivery must be top-notch. But it's an ideal that requires sacrifice. For 7 years, Mark managed the company's 24-hour production schedule. He knows sleep deprivation firsthand.

Midwest Prefinishing is a family business. Mark's mother, Georgia, is President; his father, Secretary Treasurer. Mark earned a business degree from the University of Wisconsin and worked for both Miller Brewing and Ray-O-Vac before managing the family business.

He and his wife, Brenda, have 5 children, 1 grandson, and another grandchild on the way.



*They say hard work never hurt anybody, but I figure why take the chance.*

Ronald Reagan

[Reprint of a feature in Illinois Flush Door's newsletter, Inside Track, Sept/Oct, 2008]



Midwest Prefinishing's plant in Middleton, Wisconsin. Mark Larson, co-owner and manager, programs a computer to adapt the application to the moulding profile.

**According to Money magazine, Middleton is the Best Place to Live. But it's a great place to prefinish your doors too!**

## Meet MIDWEST PREFINISHING!



It's always presumptuous to select a town as the *Best Place to Live*. Nevertheless, Middleton, WI, won first place on Money magazine's Top 100 Best Places to Live for 2008. The magazine liked Middleton's "small-town charm, booming economy, and its extensive parks and bike trails".

Another Middleton advantage is a top-flight production prefinisher called, *Midwest Prefinishing*, one of Illinois Flush Door's vendors. Within 18 years, this family-owned company grew to include a second facility in Sun Prairie, 18 employees, and a 24-hour capacity to finish 250,000 lineal feet of moulding and 2,500 doors per day.

They began in 1984 as a prehanger, added prefinishing in 1988, and converted exclusively to prefinishing in 1994. The Middleton facility prefinishes a wide range of product: 2 moulding lines, a door line, and both production and job-lot orders. Sun Prairie is dedicated to high production moulding runs.

Order your Illinois Flush Doors prefinished and enjoy the one of Middleton's advantages, *Midwest Prefinishing!*

### Midwest's Features:

- Wiped oil-base stain for maximum grain clarity
- Catalyzed lacquer topcoat for clarity and fade resistance; oven-cured for durability
- 12-step, 3-4 coat application process
- Production line designed for larger volume project work
- Catalyzed paint
- Custom color in both paint and stain
- Capable of producing several architectural finishes: TR-2, OP-2, TR-4, OP-4. Midwest's standard formula resembles TR-2 and OP-2.

*"Helping Independents Thrive"*



## Making Sense of Prefinishing



Unless you're a chemist, finishing systems can be confusing, both in jargon and in application. Let's simplify it.

### WDMA's numbering system

WDMA identifies the three most popular systems used by the architectural and commercial door industry with a chemical description and system number (TR: transparent, clear, or stain finishes; OP: opaque, solid-color finishes):

1. Catalyzed Lacquer (TR-2/OP-2)
2. Conversion Varnish (TR-4/OP-4)
3. Catalyzed Polyurethanes (TR-6/OP-6)

In place of numbering systems, AWI encourages specifiers to reference systems by chemical description, specifying one to fit the application. WDMA describes the three systems:

### TR-2 & OP-2 Catalyzed Lacquer

Catalyzed lacquer systems contain an ingredient for faster drying and harder film. They have the strength and higher solids of conversion coatings. Vinyl lacquer systems are catalyzed lacquers that have a vinyl resin rather than a nitrocellulose base.

### TR-4 & OP-4 Conversion Varnish

Conversion varnish is a high solids catalyzed alkyd based coating, offering high resistance to chemicals, moisture, and scratches. Similar in composition to catalyzed lacquer except for nitrocellulose, the solids in this finish make it economical; one coat can equal two of lacquer.

### TR-6 & OP-6 Catalyzed Polyurethane

Catalyzed polyurethanes have a higher solids content than lacquers and provide high build and excellent hardness, often providing one of the highest chemical and wear resistance ratings of all available finishes. They are very durable and offer excellent chemical, mar, and impact resistance.