

# Applicator Product Knowledge



# Who we are...

heritage

knowledge

quality

solutions

performance

results

pride



THE  
**WOOSTER**  
BRUSH COMPANY

We Take Pride In Your Results™

# Choose Wooster

## **Wooster Manufactures Nearly 2,000 Problem-Solving Tools**

- Brushes • Rollers • Frames • Buckets/Trays
- Extension Poles



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## **USA Production Facility For Better Quality Monitoring**

- 880,000 Sq. Ft. Manufacturing & Warehouse Space
- Over 650 Employees Making & Inspecting Product Daily



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## **Nationwide Partner & Support Team**

- Dedicated Sales Team based throughout the USA
- Available for B2B Joint Sales Calls
- Offer In-Store PK Training



We Take Pride In Your Results™

# Industry Leader

First  
Angle Sash  
Brushes



First Synthetic  
Filament  
Brushes



First Synthetic  
Fabric Roller  
Covers



Sherlock® Frame



Shortcut®



Sherlock® Mini  
Cage Frame



Micro Tip™  
Technology



Lock Jaw™  
Tool Holder





Today's Paints

# Today's Paint

**Government regulations for VOCs have pushed all paint manufacturers to make their products more environmentally friendly to produce and apply.**

**The effects on paint include:**

- Reduced oil-based coatings
- Quicker drying times
- Prolonged and increased tack (pull)
- Difficulties in achieving even mil thickness
- Challenges achieving even coverage while avoiding sags or runs

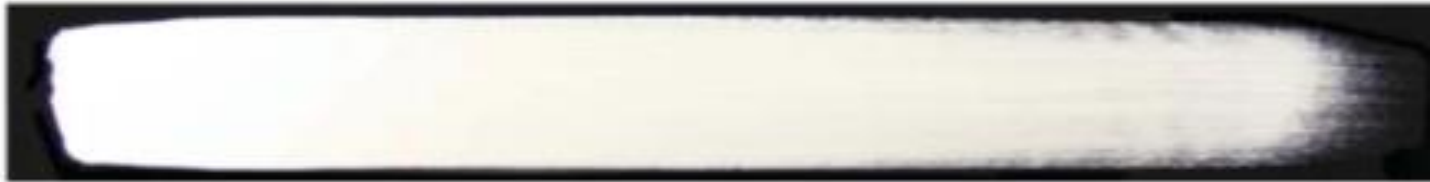
The Wooster Brush Company works to keep up with the evolving coatings market.



# Brushes



# Quality Difference



WOOSTER



Competitive National Brand

**A low-quality applicator can make  
the best paint look bad!**



# Components

## Filament

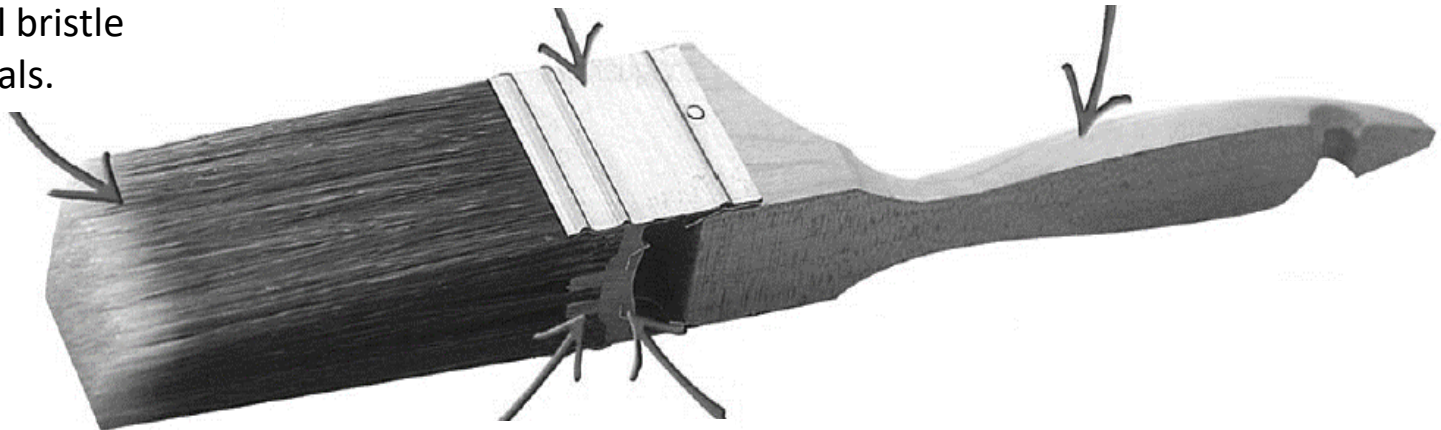
The working end of the brush, made with synthetic or natural bristle materials.

## Ferrule

Metal band that holds the filament and handle together. Attached by nailing or crimping.

## Handle

Made of wood, plastic or other synthetic materials. Provides comfort and balance.



## Spacer

Wooster professional brushes use a plastic strip that creates a reservoir.

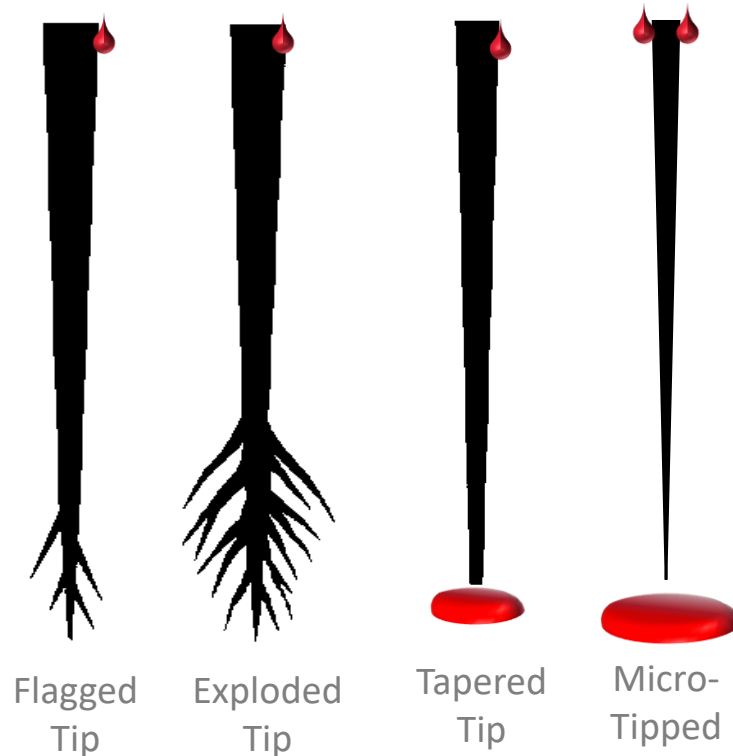
## Epoxy

Adhesive that locks filaments in place.

# Synthetic Filament Tipping

## Synthetic Filament (Nylon, Polyester)

- Must be processed to make it paint effectively
- Tipped by machine
- Each manufacturer processes filament differently



# Handles Styles



## Rattail Sash Handle

- Long handle for extra control
- Used on thin brushes for precise lines
- Preferred choice for detail painting



## Sash Handle

- Long handle for extra control
- Preferred choice for cutting in



## Beavertail Handle

- Designed for comfortable feel
- Preferred choice for large surfaces
- Great for walls and decks



## Shasta Handle

- Unique “diamond-cut” tip
- Used on extra-thick brushes
- Fuller shoulder to balance the filament weight



## Shortcut® Handle

- Comfortable soft-grip handle
- Preferred choice for small, tight spaces



## Dowel Handle

- Round, thin handle
- Smaller for fast rotation during use
- Personal preference by some professional painters

# Feature-Focused Packaging

- Educates store personnel & customers
- Removes doubt in selecting the proper tool
- Sells the strengths of each product
- Pairs Wooster tools to paint projects



# Brush Selection

Our applicator packaging makes tool selection even easier.

If your goal is a smooth finish, to get done quickly, have better control, or even easier clean up—it is easy to see which tool is the best choice for you.



## MAX PRODUCTION

Paints Farthest  
Smoothest Finish

All Paints



## EASIEST TO CLEAN

Most Durable  
Precise Control

All Paints & Stains



## COMPLETE PERFORMANCE

Precise Control  
Durable

All Paints



## HIGH PRODUCTION

Great Control  
Smooth Finish

All Paints



## SMOOTHEST FINISH

High Production  
Good Control

All Paints

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# Loading A Brush

1. Dip no more than a third of the length of the brush into the paint.
2. Let excess paint drip, lightly tap both sides of the brush against the interior wall of the can or bucket.

*Scraping excess paint on the lip of the can is messy and removes the paint you loaded into the brush.*

3. As you paint, make sure to keep a wet edge, and continue to paint from that point forward. Use long, smooth strokes and refill the brush when the paint starts to break up.



# Cleaning a Synthetic Filament Brush

- Rinse while using a brush comb to work paint out
- Work in a cleaning agent with pumice
- Rinse until clear water flows from brush
- Spin or hang until dry
- Store in a brush keeper to retain shape



# Rollers



# Components

## Fabric

Synthetic or natural fibers attached to a backing.

## Adhesive

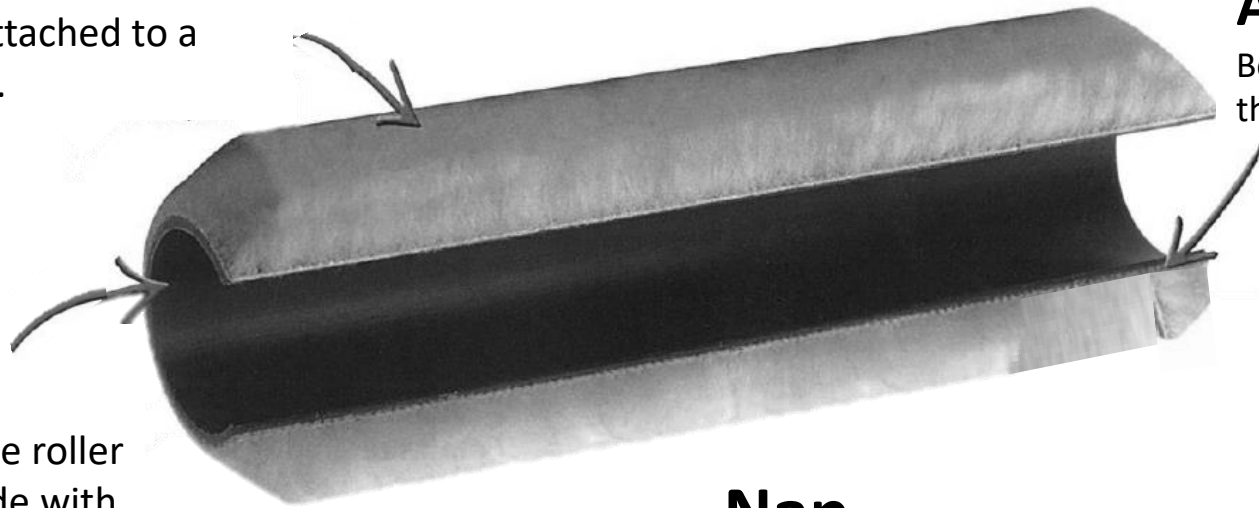
Bonds fabric to the core.

## Core

Base of the roller cover made with plastic.

## Nap

Thickness of fabric.



# Quality Difference

## **Provides Smoother Coverage**

- Reduced shedding

## **Picks Up & Releases More Paint for Increased Productivity**

- Saves time & money!

## **Controlled Release for Even Coverage**

- Less spattering

## **Most Durable for Longer Life**

- Solvent-resistant core

# Fabric Construction

**Most roller cover fabrics are constructed one of two ways—knitted or woven. Both types of fabric have advantages based on your project's application needs.**

## **Woven = Smooth Finish**

- Shed-resistant and provides the best finish especially in gloss and semi-gloss coatings
- Fibers are tightly secured to the fabric's backing to offer greater shed resistance
- The best choice for higher sheens

## **Knit = Fast Results**

- Open fabric construction designed to carry and release more paint to a surface
- Offers better coverage for an overall increase in production
- Use with low sheen finishes like flat, eggshell, or satin coatings



# Nap Selection

## Match the Roller to the Surface

The nap (or pile height) of a roller cover is the fiber length that extends from the backing to carry the paint.

Smaller nap sizes hold less paint and give a smoother finish.

Larger nap sizes hold more paint and get into the 'valleys' of rougher surfaces.

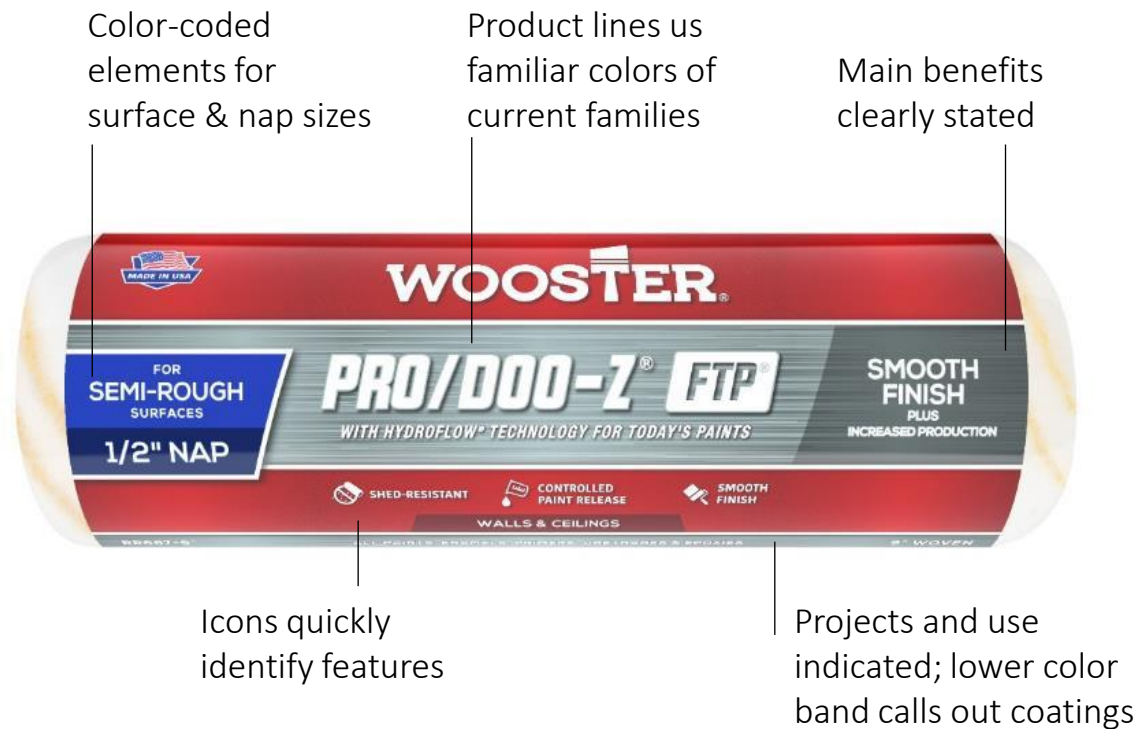
Wooster color codes nap heights to make this selection easier.





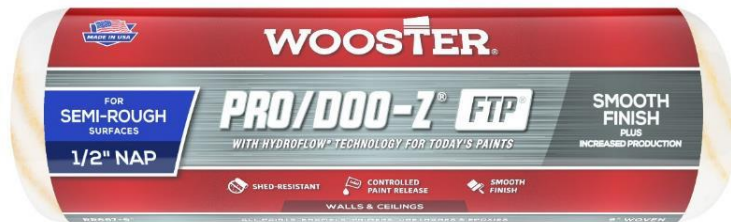
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# Roller Selection

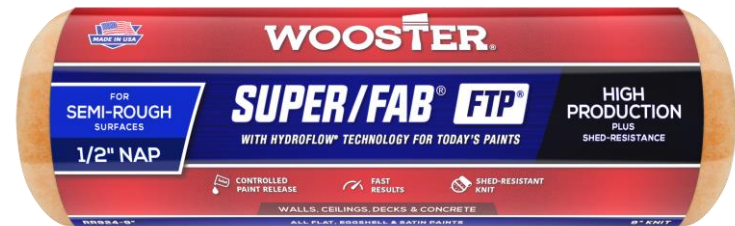
Our applicator packaging makes tool selection even easier. If your goal is a smooth finish or to get done quickly—it is easy to see which tool is the best choice for you.



## **SMOOTH FINISH PLUS INCREASED PRODUCTION**

Shed-Resistant  
Controlled Paint Release  
Smooth Finish

All Paints, Enamels, Primers,  
Urethanes & Epoxies



## **HIGH PRODUCTION PLUS SHED-RESISTANCE**

Controlled Paint Release  
Fast Results  
Shed-Resistant Knot

All Flat, Eggshell & Satin Paints

# How to Load a Roller

**Patience is important when loading a cover. It takes time to work paint through the fabric down to the core, especially woven fabrics. Allow several minutes for the initial loading.**

Thoroughly stir the paint. Pour some into the well of the tray, but only half full. You need room to roll excess paint onto the tray's grid.

Make sure roller is securely on the frame.

Do not submerge the cover. Drag some paint up onto the roll-off area with the edge of your cover. Roll it toward the well using several quick back and forth strokes. Continue to drag small amounts of paint up, repeating the rolling step until your cover is saturated but not dripping.

Reload roller with paint often. Attempting to paint too far without refilling can compress the fibers making it more difficult to reload.

# Mini Cage Rollers

- Smooth-rolling cage, no skidding
- Use same frame for 4½" & 6½" rollers
- Same fabric as standard-size rollers
- One-hit roller cover release



# Pelican<sup>®</sup> Hand-Held Pail

## 1-Quart

- Durable hand-held pail

## Built-In Roll-Off Area

- For 4½" (or smaller) mini rollers

## Integrated Magnet

- Holds a paintbrush when not in use

## Soft, Flexible Strap

- Holds hand to pail

## Form-Fitting Liners Available

- Easy clean-up & color changes
- Extends the life of the pail



## Brush & Roll from One Bucket



# Sherlock<sup>®</sup> Roller Frames

## Durable, Heavy-Duty Cage

- Maintains a roller's shape

## Smooth-rolling bearings

## Professional Grip

- Sherlock GT<sup>®</sup> compatibility & threaded for traditional extension pole use

## Quick-Release Spring

- Keeps rollers in place yet allows for easy cover release with fast-action impact





# Extension Poles



## Sherlock®

### Threaded Poles

- Extends & Locks Securely in 6" Increments



## Sherlock® GT®

### Tab Lock Poles

- Extends & Locks Securely in 6" Increments
- GT Tools Snap On, Won't Untwist
- Adaptor Inside End of Handle to Use with Threaded-Tip Tools

