



Premium Protection, Coverage, Durability and Cost Effectiveness

A Strategic Business Consulting, LLC Company

101 South Hanley, Suite 800, Saint Louis, MO 63105 • Phone: 636.227.0808 • Fax: 636.227.9161 • Email: rich.kottmeyer@strategicstl.com

Deck and Fence Shield

Problem:

Natural wood decks and fences look great when they are well maintained. While oil based wood protectants appear to initially meet this maintenance need they do not provide long term protection against cracking, warping, staining or fading because they tend to migrate through the wood surface, no longer protecting the surface, exposed to the elements of nature. Additionally, dirt embeds itself into oil based wood protectants degrading the appearance of the surface.

Concept:

Protect unfinished wood fences, decks, deck furniture, boat docks and unfinished furniture with a protectant that does not degrade or migrate over time like the leading oil based products. The protectant should not only protect these items from cracking and warping caused by rain and sun but also provide industry leading stain protection against oil and water based stains as well as those caused by mildew and moss.

Technology:

Environmentally friendly and hypo-allergenic. Stain Shield's unfinished wood protectant's advanced state polymers formulation molecularly bonds with the cellulose of the wood to provide protection not only to the surface of the wood but that also penetrates into the wood to provide long lasting protection. This state-of-the-art protection last 2-3 years on horizontal surfaces such as decks and boat docks and up to 5 years on vertical surfaces such as fences. This product does not migrate through the wood, diminishing it's performance, like oil based products. (This migration leaves the wood virtually unprotected.) It can also be mixed with oil based stains and paints to provide protection and allow the customer to choose the color they prefer.

The Results:

- Bonds with the fibers at and below the surface of the wood to provide durable protection. Does not migrate over time like oil based protectants which leave the surface protected.
- Contains industry leading UV protection for anti-fading of stain and paint.
- Unlike oil based protectors, dirt does not imbed itself in the wood.
- Helps prevent mildew and moss stains in addition to protecting against warping and cracking.
- Industry leading water AND oil protection.
- Durability of 2-5 years without any product degradation, depending on application.

Applications:

- Fences
- Decks
- Wood Deck Furniture
- Boat Docks
- Unfinished Furniture

Benefits by Application:

Fences resist warping and cracking due to moisture and heat. Because water is repelled and does not penetrate the wood surface typical graying is reduced or eliminated.

Decks are protected against cracking and warping which ruins the appearance of the surface and causes early replacement of all or part of the deck. They will repel water and oil based staining agents including mold and mildew, that cause deterioration of appearance.

Wood Deck Furniture maintains like-new appearance due to protection from moisture and heat.

Boat Docks will repel water and oil with protection that even protects against salt water. Deterioration due to extreme conditions associated with docks is slowed by superior protection.

Unfinished Furniture repels water and oil based staining agents and maintains an elegant look without the need for traditional finishes such as varnish and polyurethane.

Instructions:

Applications can be accomplished by the following:

1. Low Pressure Spray (tip number 5)
2. Aerosol Can/Trigger Spray
3. Roller
4. Brush

Special Comments:

Special care should be taken not to get Stain Shield's unfinished wood protectant on glass or plastic surfaces. Stain Shield's unfinished wood protectant cannot be applied on painted wood surfaces. Once Stain Shield's unfinished wood protectant is applied to wood surfaces, wood surfaces can only be painted using oil based paint.
KEEP AWAY FROM BUSHES, GRASS AND ALL FOLIAGE.

WATERPROOFERS/SEALERS COVERAGE COMPARISON	
Deck and Fence Shield	750 Square Feet
Thompson's Waterseal Multi Surface	175 Square Feet
Thompson's Waterseal Clear Wood Protector	300 Square Feet
Behr Premium Weatherproofing Wood Finish	300-350 Square Feet (Average 300 Square Feet). 40%-47% of the coverage offered by Stain Shield Concrete Protectant.
Behr 980 Concrete and Masonry Waterproofer	100 - 1000 Square Feet, 13-27% of the coverage offered by Stain Shield Concrete Protectant.



Testing:

We have done internal testing but no formal independent laboratory work on the chemical given its current commercial only use.

Demonstrations:

1. Is that Wood Really Treated? Take a piece of traditionally treated wood (wolmanized). Water WILL go in treated wood over time. Also apply mineral oil. Wood treated with our product will repel mineral oil while treated wood will not.
2. Head to Head with Thompson's. Treat 1/2 of wood with our product and 1/2 with Thompson's. Simulate 2, 5 and 10 rainstorms. Cut the wood to see a cross-section. Thompson's will have migrated down thru the wood leaving less surface protection or will be gone. Our product will maintain the same performance.