

HANCOCK PROFINISH

Finishing Done Right

We've taken the finishing process in house to offer a superior primed product with a high level of quality control. Team Hancock has leveraged state-of-the-art technology and cutting-edge science to create the right coating formulations for eastern white pine boards, for both interior and exterior uses.

Hancock ProFinish Advantages:

QUALITY ASSURANCE

- State-of-the-art equipment
- Coatings engineered specifically for eastern white pine
- Consistent application/mil thickness of both the sealer and primer coatings
- QA testing for various factors, including: adhesion, holdout against pitch/resin migration through the film, proper UV cure, film continuity and integrity, inter-coat adhesion of UV sealer to the primer, and stack testing.
- Inspection of all boards throughout the process

TOP PERFORMANCE

- Protection against pitch bleed from knots and resin pockets
- Superior top-coat adhesion that outperforms other primed products in the marketplace
- Three coats on the primed face for ultimate-quality appearance and performance
- Environmentally friendly, with no VOCs
- 100% solids in the UV coating with instant cure

- UV sealer provides a highly moisture-resistant surface to help minimize wood movement
- Coating has excellent durability
- Rated for both interior and exterior use

CUSTOMER BENEFITS

- Improved quality and shorter supply lead-times
- Superior coating performance
- Enhanced overall appearance on primed side
- Back face is labelled for clarity when installing
- Direct distribution throughout Maine, New Hampshire, and Massachusetts

FIELD REQUIREMENTS

Following these steps will help ensure that you get the best possible performance from our primed pine products.

- Store the product flat and off the ground
- Field-prime all cut ends with high-quality primer
- Top coat within 90 days with high-quality paint

WHY COAT IN-HOUSE?

- Superior coating appearance and performance
- Tighter quality control means boards leave the HPF facility when they are perfect
- Custom-formulated coatings created for top performance on Eastern White Pine
- Consistent quality means no picking through the bins to find good boards
- On-site finishing, low/no VOCs, and no trucking of products to a finishing facility greatly reduces the carbon footprint and handling damage
- No hazardous waste is used or created in the process
- Custom formulations eliminate the oil-based coatings typically needed for Eastern White Pine
- Shorter and more predictable lead times to get product into the market

