

ML Campbell
Welcome
September 30, 2021



- 
- Can you hear and see us?
 - Can we hear and see you?
 - Video Camera and Microphones
 - Teams Controls
 - Spotlight Feature
 - Schedule
 - Chat and Quiz
 - Daily and Final Exam
 - Questions

ML Campbell Training Center





EXIT







Clean Room

KIMTECH
KIMTECH







Satellite

Traffic





Founded as a Regional Mid-Western Manufacturer of high quality N/C lacquer products headquartered in Kansas City, Kansas area.



Purchased by The Sherwin-Williams Company. Became a separate lacquer brand with dedicated manufacturing and research & development.

1967

2021

1915

1996

Purchased by Pratt & Lambert Paints making M.L. Campbell products available throughout North America.



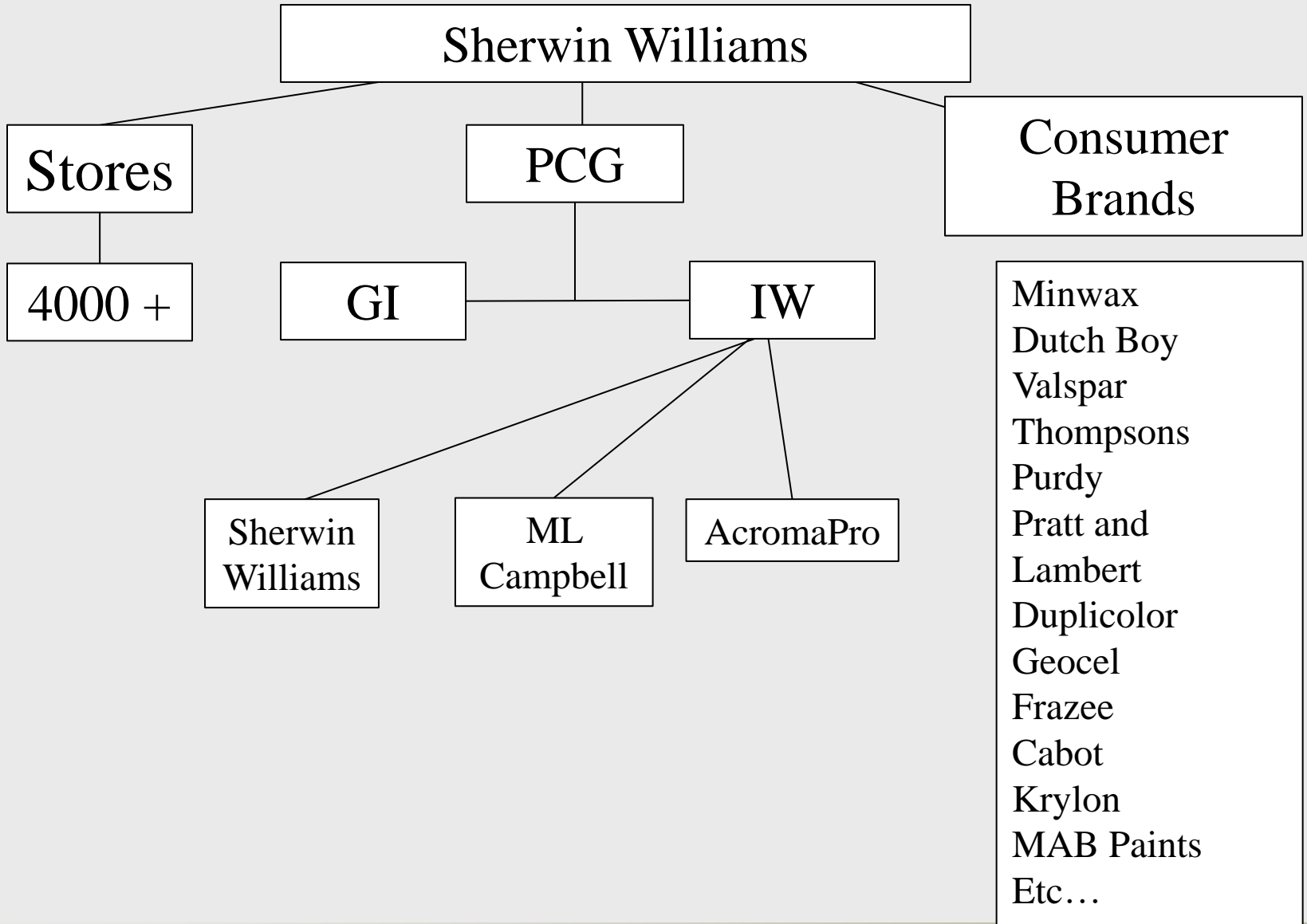
M.L. Campbell TODAY: Successful Business Unit in \$16+ Billion Corporation with \$100+ Million total R&D investment each year.

We are proud to say that we continue the 100 Year heritage of commitment to high tech, state-of-the-art, quality products that is as evident today as it was when M.L. Campbell was first founded. M.L. Campbell's pledge continues to be to offer their customers leading edge, environmentally correct, quality products that meet or exceed their expectations.

- Head Quarters in Cleveland, Ohio
- Founded 1866
- Fortune 500 Company
- Largest Manufacturer of Coatings in the World
- Operations in 120+ Countries Worldwide
- 60000+ Employees
- 18,000,000,000 + Annual Sales
- Publicly Traded – NYSE



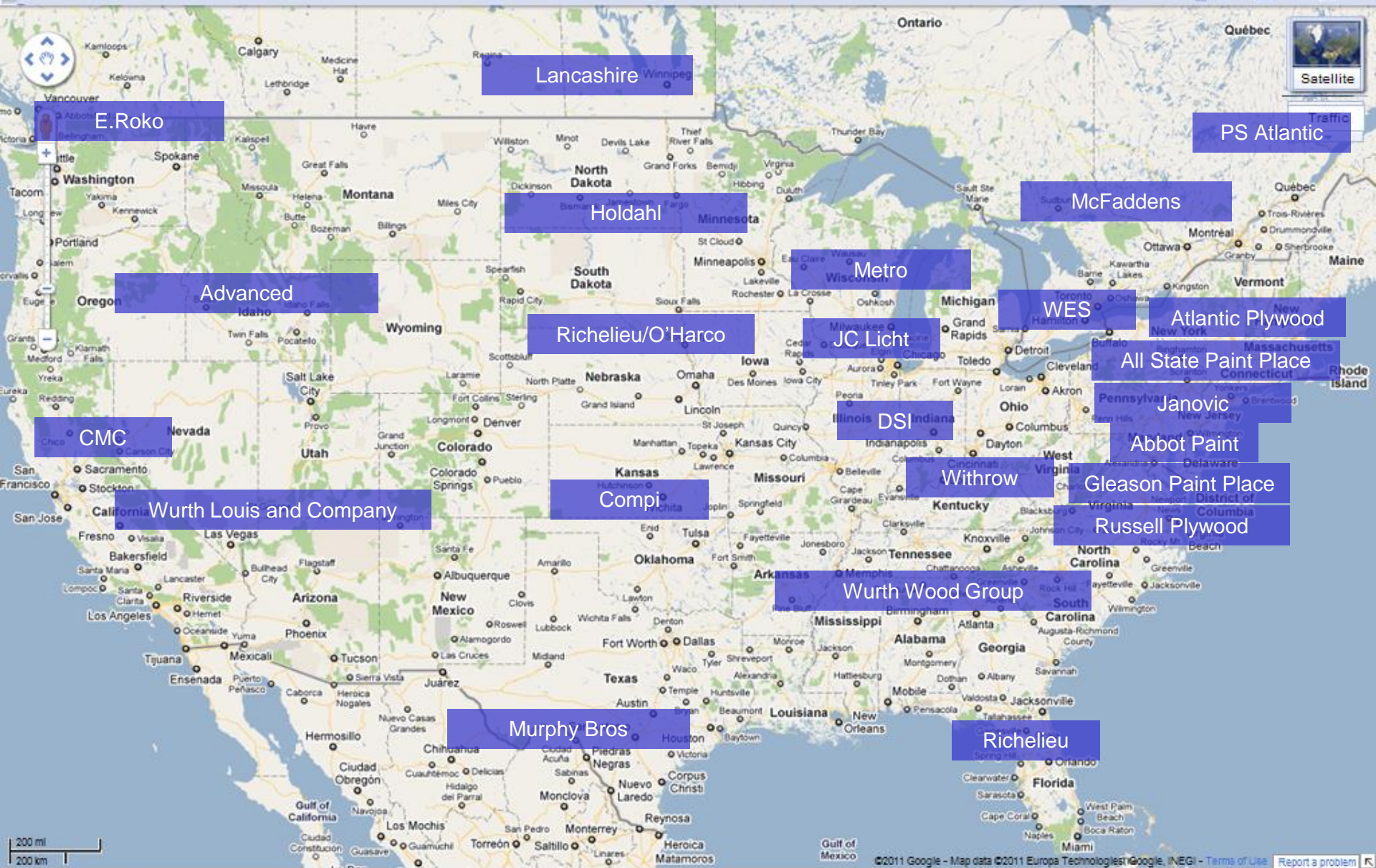
Company Organization



What Do We Make?



How Do We Sell It?

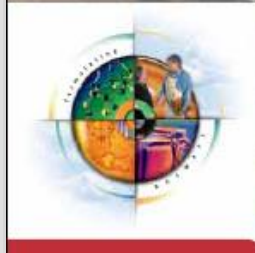


- ❖ Local Distributor resources include the following:
 - Lacquer Specialist
 - Color Tint Studio
 - Tint Technician
 - Spray Booth
 - Training Facility
 - Shop Seminars



Where Does It Get Used?





Formula

Notes



Formula

Notes









Aircraft and Boat Interiors







- ❖ Research & Development and Application lab in Ft. Erie.





ML Campbell

Programs

Open the following resources:

- ❖ MLC Website
 - Sell Sheet
 - PDS
 - Distributor Locations
- ❖ Instagram
- ❖ Facebook
- ❖ You Tube
- ❖ Paintdocs
- ❖ Tech Service 1-800-364-1359
- ❖ Gelia Order Form
- ❖ Cabinet and Furniture Trends



ML Campbell Technical Service

- ❖ 1-800-364-1359
- ❖ Color Formulas
- ❖ Product Information and advice
- ❖ Distributor Locations





New Web Site



www.mlcampbell.com





DISTRIBUTOR LOCATOR

SEARCH



M.L. CAMPBELL

PRODUCTS | SUPPORT | NEWS | TRAINING CENTER | CONTACT |  DISTRIBUTOR LOG-IN

A QUICKER, HARDER, BETTER FINISH

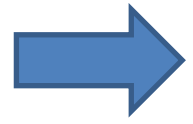
Carver Cabinetry modernized its operations while saving both time and money by transitioning to M.L. Campbell's

Turino Pigmented Conversion Varnish.

[LEARN MORE](#)



FOLLOW US ON
Instagram



mlcampbellfinishes



Instagram

Search



mlcampbellfinishes

Following



101 posts

604 followers

506 following

M.L. Campbell For over 100 years, we've been the leading manufacturer of professional wood finishing systems for cabinets, furniture, millwork and more.
www.mlcampbell.com





YouTube Search

M.L. CAMPBELL
WOOD FINISHING SYSTEMS

ML Campbell
10 subscribers

SUBSCRIBED 10

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL

Thumbnail	Video Title	Views	Time
	ML Campbell Clawlock II	61 views	1 month ago
	ML Campbell Amazing Stain	43 views	1 month ago
	ML Campbell Polarion X	77 views	2 months ago
	Removing the Lid 5	11 views	2 months ago

SUBSCRIPTIONS

- ML Campbell
- YouTube Crea... 2
- Sherwin-Williams 1
- UNIFLEXFLUIDAP...
- PewDiePie 6
- Popular on YouTu...
- Smosh 1
- Show 12 more

MORE FROM YOUTUBE

- YouTube Red
- YouTube Movies







- ❖ Include all “green” products
 - Low VOC
 - Water Borne
 - Formaldehyde Free



- ❖ High Quality Sell Sheets
 - EnviroMax Formaldehyde Free Pre-Cat



ENVIROMAX™ solvent borne

ENVIROMAX™ Formaldehyde Free Pre-Cat Clear was developed using M.L. Campbell's solvent borne breakthrough Clean Cure™ Technology. This exceptional technology platform provides an acid cure formaldehyde free amino-alkyl pre-catalyzed lacquer that is both low odor and HAPs free, helping to create a safer work environment. This self-sealing system applies and sands easily, offers UV protection, cures at normal ambient temperature and dries to a smooth touch finish. EnviroMax™ offers the convenience and user-friendly features of pre-catalyzed lacquer while providing the high durability and performance of a post-cure. EnviroMax™ was specifically formulated to eliminate formaldehyde off gassing concerns from acid cure coatings on commercial and residential projects. EnviroMax™ is ideal for interior wood furniture, millwork, and kitchen and bathroom cabinets exposed to moisture, heat and household chemicals.

ENVIROMAX™ OFFERS UNIQUE ADVANTAGES:

- Formaldehyde free solvent borne
- Meets AWI chemical and moisture resistance standards for conversion varnish
- GREENGUARD® Certified
- Low odor
- Mar and scratch resistant
- Excellent adhesion on both closed and open grain surfaces
- Exceptional film build and depth of image
- Quick dry to sand and recoat times
- Increased production from fast pack and stack times
- Ready to spray and easy to apply with any equipment

ENVIROMAX™ TEST AND PERFORMANCE CHARACTERISTICS:

EnviroMax™ has undergone rigorous quality testing to verify performance and application characteristics. The M.L. Campbell laboratory has formulated EnviroMax™ to meet or exceed the required performance level established by KCMA for finishes. EnviroMax™ has been tested utilizing the following AWI, ASTM and KCMA test methods: 5 = Excellent, 4 = Very Good, 3 = Good, 2 = Fair, 1 = Poor.

Print Resistance
Purpose: Tests the ability of the finish to be print resistant. No print after 24-hour dry time. EnviroMax™ has an Excellent rating of 5.

Hot and Cold Check Resistance
Purpose: Tests the ability of the finish to withstand hot and cold cycles for prolonged periods. Passes 20 cycles. EnviroMax™ has an Excellent rating of 5.

Cross Hatch
Purpose: Tests the ability of the finish to adhere to various substrates and/or finishes. EnviroMax™ has an Excellent rating of 5.

Blocking
Purpose: Tests the ability of the finish to withstand any finish defects from stacking or packing after 4-hour drying time. EnviroMax™ has an Excellent rating of 5.

Wet Heat Resistance
Purpose: Tests the ability of the finish to withstand high heat for long periods. EnviroMax™ has a Very Good rating of 4.

Edge Soak
Purpose: Tests a coating's ability to perform in relation to a closed cabinet door's resistance to detergent and water. EnviroMax™ has an Excellent rating of 5.

Chemical Resistance Evaluation
Purpose: Tests the ability of the finish to withstand substances typically found in kitchens and bathrooms. Exceeds AWI specifications for System 2 pre-catalyzed lacquer and System 5 conversion varnish chemical resistance. Contacts and dry time of each chemical is in accordance to AWI and KCMA test procedures.

Vinegar	Excellent rating of 5
Lemon Juice	Excellent rating of 5
Orange Juice	Excellent rating of 5
Grape Juice	Excellent rating of 5
Ketchup	Excellent rating of 5
Coffee	Very Good rating of 4
Olive Oil	Excellent rating of 5
Baking Water	Excellent rating of 5
Cold Water	Excellent rating of 5
Nail Polish Remover	Very Good rating of 4
Household Ammonia	Excellent rating of 5
VM&P Naphtha, 24 hrs	Excellent rating of 5
Isopropyl Alcohol	Very Good rating of 4
Wine	Excellent rating of 5
Windex	Excellent rating of 5
409 Cleaner	Excellent rating of 5
Lysol	Excellent rating of 5
3% Sulfuric Acid	Excellent rating of 5
7% Sulfuric Acid	Excellent rating of 5
28% Ammonium Hydroxide	Excellent rating of 5
Gasoline	Very Good rating of 4
Murphy's Oil Soap	Excellent rating of 5
Vodka 100 Proof	Very Good rating of 4
1% Detergent	Excellent rating of 5
10% TSP	Excellent rating of 5
Etch/Water	Excellent rating of 5
Mustard	Very Good rating of 4
Acetone	Very Good rating of 4


Download by:

M.L. CAMPBELL www.mlcampbell.com
1400334-000

❖ Cabinet and Furniture Trends



❖ ML Campbell Sales Support Materials




M.L. CAMPBELL
WOOD FINISHING SYSTEMS

Product Information Sheets Available on Website: www.mlcampbell.com

Gelia Direct ~ U.S. ORDER FORM

Dunns/Territory #: _____		Name: _____	
P.O.#: _____		Company Name: _____	
Telephone #: _____		Street Address: _____	
Email Address: _____		City, State, Zip: _____	

Ship Via: <i>(pls check one)</i>	<input type="checkbox"/> Regular Ground Shipment <input type="checkbox"/> All orders will be shipped by ground transportation. Please allow 2-5 business days for delivery. Priority/Overnight and 2nd Day Air orders will not be accepted.	Date: _____ Fax To: 1 (716) 759-6389 Email To: deberhart@gelia.com	
Gelia/Diane Eberhart: 1 (888) 813-8170			

Sell Sheets (Non-Chargeable)

Item Number	QTY	Unit	ENGLISH SELL SHEETS
950-9926-000		each	Agualente Plus
950-9929-000		each	Agatana
950-9908-000		each	Amazing Stain
W-368724-SS		each	AquaFi Universal WB Primer - NEW! (Replaces the Universal WB Primer Sell Sheet)
W-272715-02-SS		each	Arroyo - NEW!
950-9884-000		each	Clear Sealer
950-0029-000		each	DuraVar
950-2131-000		each	EnviroMax
950-2132-000		each	EnviroMax White/Opaque
950-9930-000		each	EnviroVar
950-2133-000		each	EnviroVar White/Opaque
950-0034-000		each	Euro X Water Borne
950-0076-000		each	Furniture
950-9887-000		each	Glazes
950-0026-000		each	KlearVar
950-0024-000		each	Krystal
950-2135-000		each	Krystal SL
950-0093-000		each	MagnaKlear
950-0027-000		each	Magnalac
950-0092-000		each	MagnaMax
950-2139-000		each	Magnamax H2O WB - NEW!
950-9931-000		each	MagnaMax 275
950-9882-000		each	MagnaMax White/Opaque
950-2137-000		each	Polarion X 2K Exterior Acrylic Polyurethane - NEW!



ML Campbell

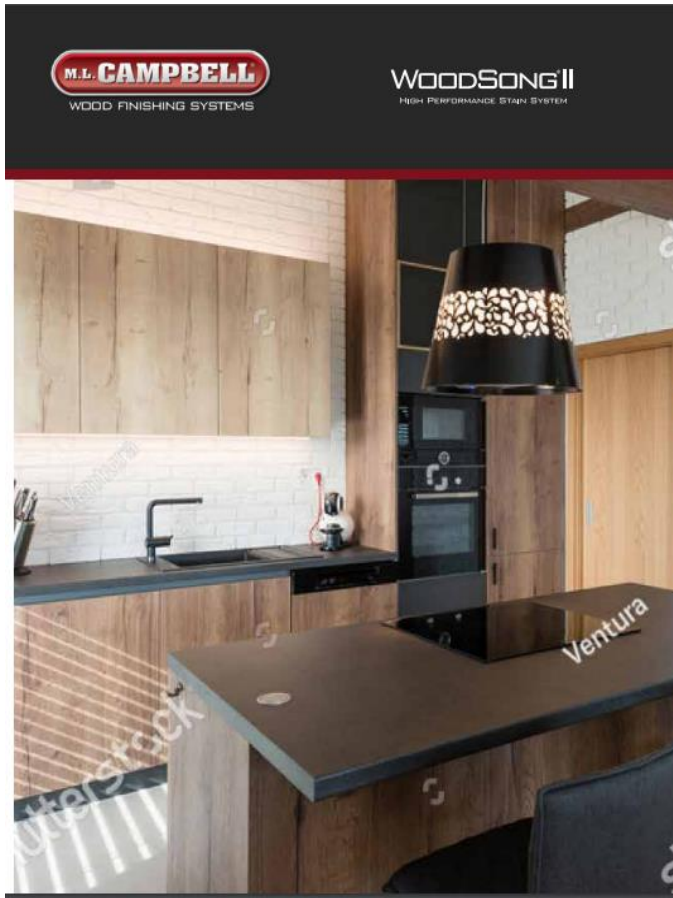
Color Matching Tools



Stain Box Update

- New trend colors added; outdated colors removed
- Updated stain boxes in stock and available for order with Gelia
- Individual species boxes coming soon

WoodSong II Color Card



- Colors updated to match new stain box
- Fresh new look to match current branding



WOODSONG II
Spray and Wipe Stains



Note: The printed color stains are shown as they would appear on simulated red oak. However, as wood is a natural material, slight variations occur in texture, color grain configuration and stain acceptance. Because of this we are unable to guarantee stains will be an exact match to the colors in this brochure and suggest stains are tested on the wood they are applied on before making a final color selection.

*Indicates M.L. Campbell Ready-Mix-Packaged Color



WOODSONG II
Trend Colors



*Indicates M.L. Campbell Ready-Mix-Packaged Color



WOODSONG II
Tinted to Minwax Colors



- Datacolor Paint 2 Color Computer System
 - Custom Color Matching
 - Color Corrections
 - Fan Deck Formulas
 - File management





DataColor ColorReaderPRO



What's in the Box

- ColorReaderPRO
- Case
- Charging Cord
- Calibration Tile



DataColor ColorReaderPRO



What does it Do

- Connects by Bluetooth to Apple App or Android App
- Or can be used as a stand alone unit
- The App displays the unit's information and color readings
- The App can store as many fan deck colors as the phone can storage can handle
- The ColorReaderPRO unit stand alone can store up to 10000 colors



DataColor ColorReaderPRO



What Does It Do?

- In stand-alone mode – no fan decks loaded, display L*A*B* coordinates of color measured
- In stand-alone mode-with fan decks loaded, scrolls the name and number of the best three matches

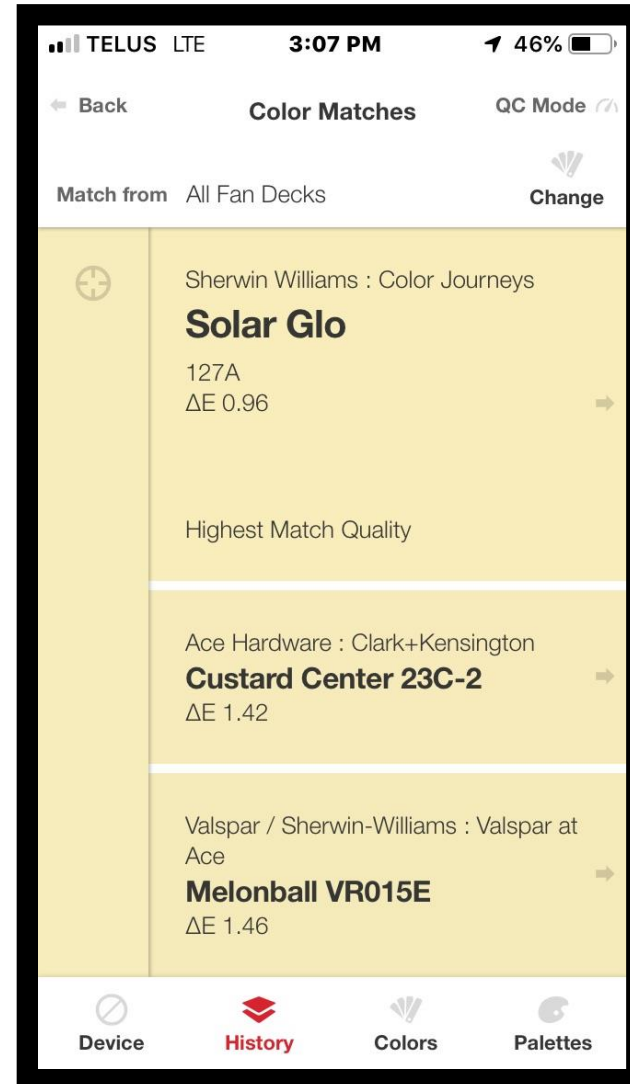


DataColor ColorReaderPRO



What Does It Do?

- When synced, shows a representation of the color on your phone or tablet screen
- Also shows three best matches from fan decks on board
- Shows the Delta E of each match
- Tap the color representation on the left

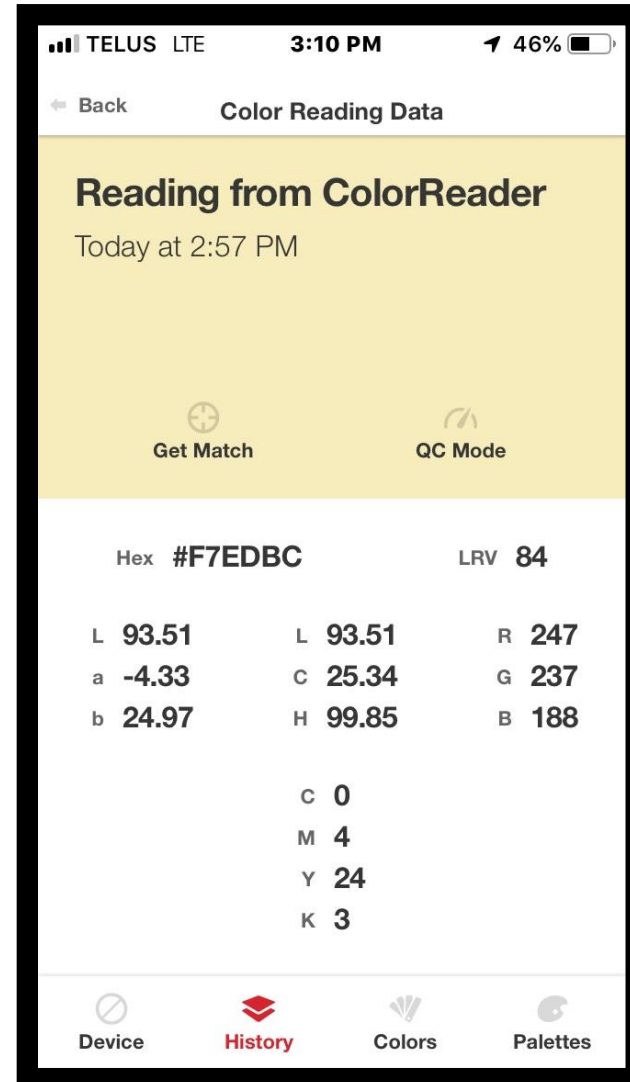


DataColor ColorReaderPRO



What Does It Do?

- Tapping the color representation on the left will show you the Color Data for your choice
- Tapping QC Mode allows you to compare a spray out of your color match to the standard that you measured

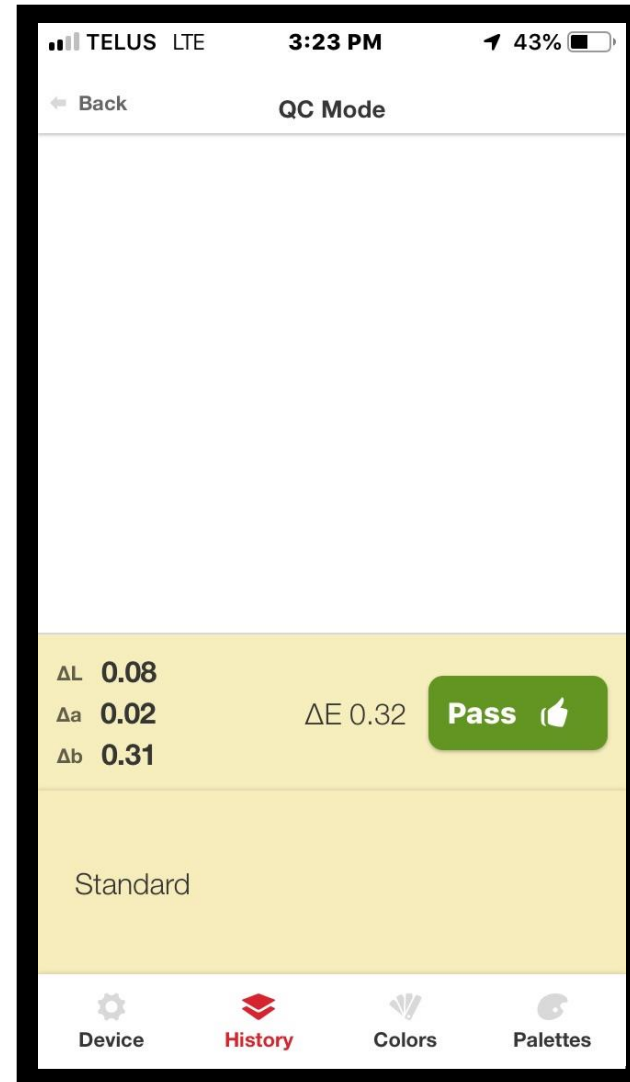


DataColor ColorReaderPRO



What Does It Do?

- Tapping the color representation will show you the Color Data for your choice
- QC Mode allows you to compare a spray out of your color match to the standard that you measured
- Delta E of 1 or less is a pass

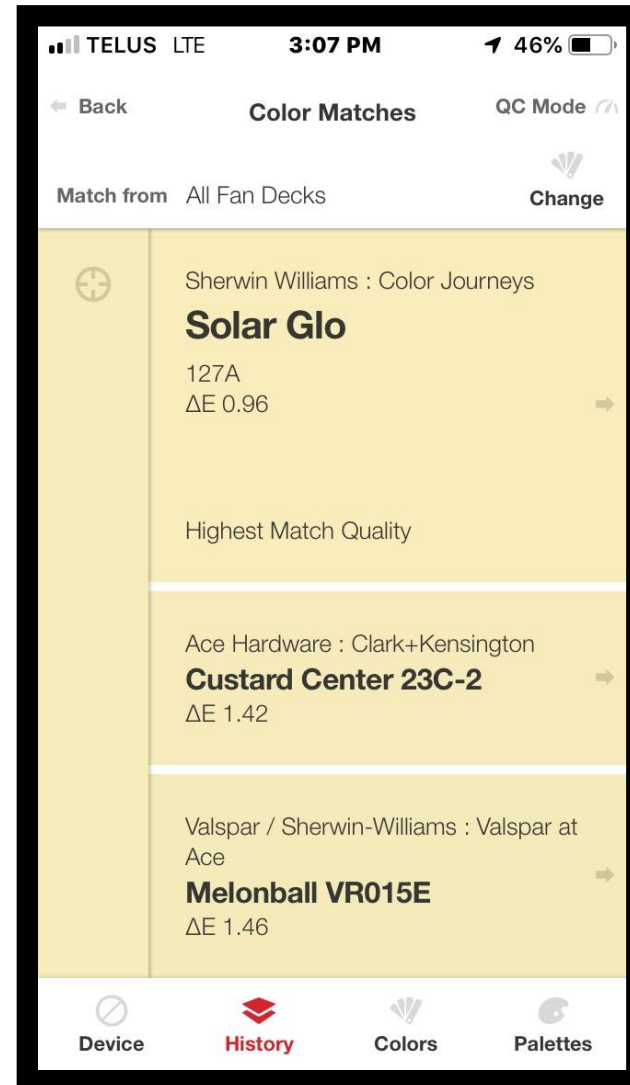


DataColor ColorReaderPRO



What Does It Do?

- Tapping one of the three color matches brings up more options

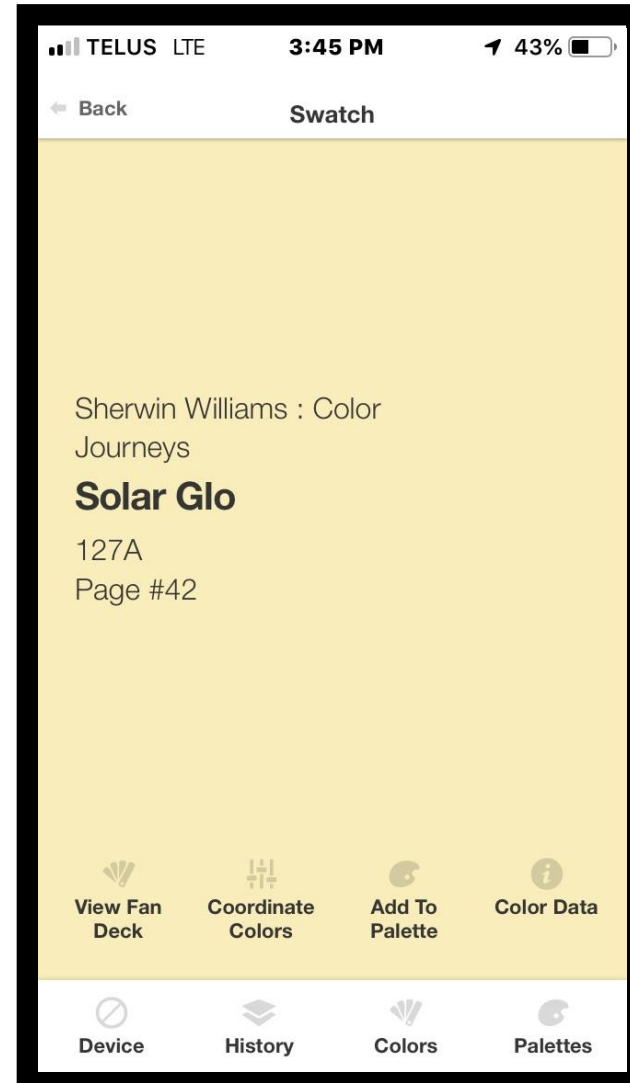


DataColor ColorReaderPRO



What Does It Do?

- Tapping one of the three color matches brings up more options
- If you choose to formulate this color, search the color in Datacolor Paint and formulate as usual



DataColor ColorReaderPRO



What Does It Do?

- Tapping one of the three color matches brings up more options
- If you choose to formulate this color, search the color in Datacolor Paint and formulate as usual

The screenshot shows the Datacolor Paint website interface. At the top, there is a navigation bar with a home icon, a search icon, and a question mark icon. The main header area includes a breadcrumb trail with 'Home' and 'Color Card Match' (with a close button), and the 'datacolor PAINT' logo. Below the header, the 'Color Selection' section is active. It features a search bar with 'ALL' selected for the collection and '127A' entered for the color name. A search button is located to the right of the search bar. The search results are displayed in a table with four columns: Preview, Color Name, Color Number, and Color Collection. The table contains four rows of results, with the last row, 'Solar Glo', highlighted in yellow. At the bottom right of the page, it indicates '4 item(s) found' and a 'Select Product >' button.

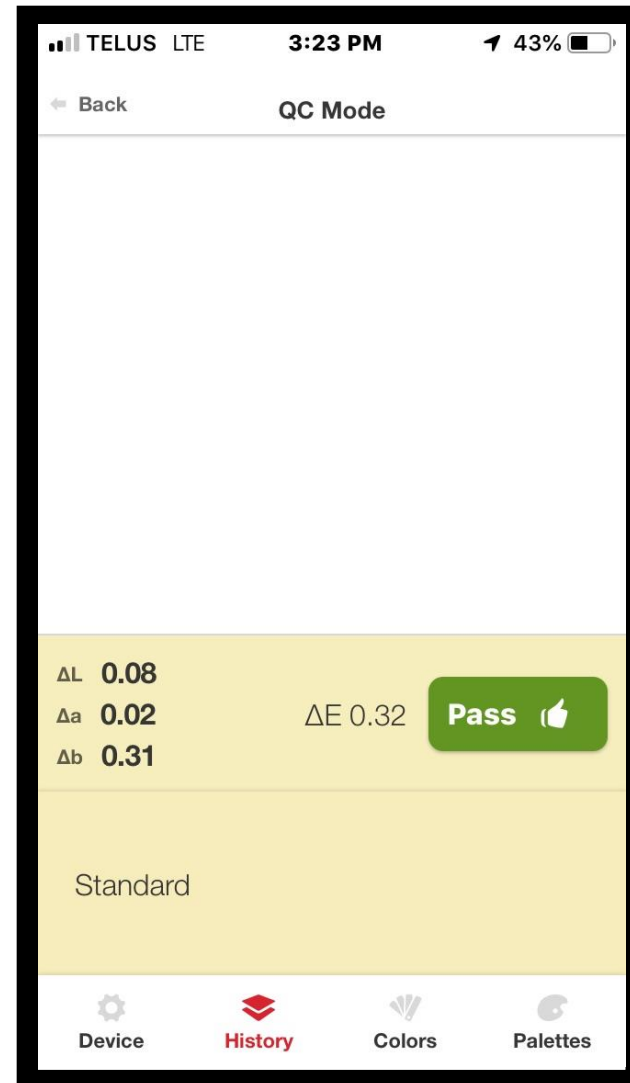
Preview	Color Name	Color Number	Color Collection
	127A	127A	Jones-Blair/Gilman Paint (2004)
	Kalima	1127A2	MF Paints - Deco Nova - 2006
	Rum Raisin	127A	ACE Color Your Life Fandeck
	Solar Glo	127A	Pratt and Lambert Color Journeys

DataColor ColorReaderPRO



What Does It Do?

- Once you formulate the color you can verify the quality of the match using the QC function on the ColorReaderPRO



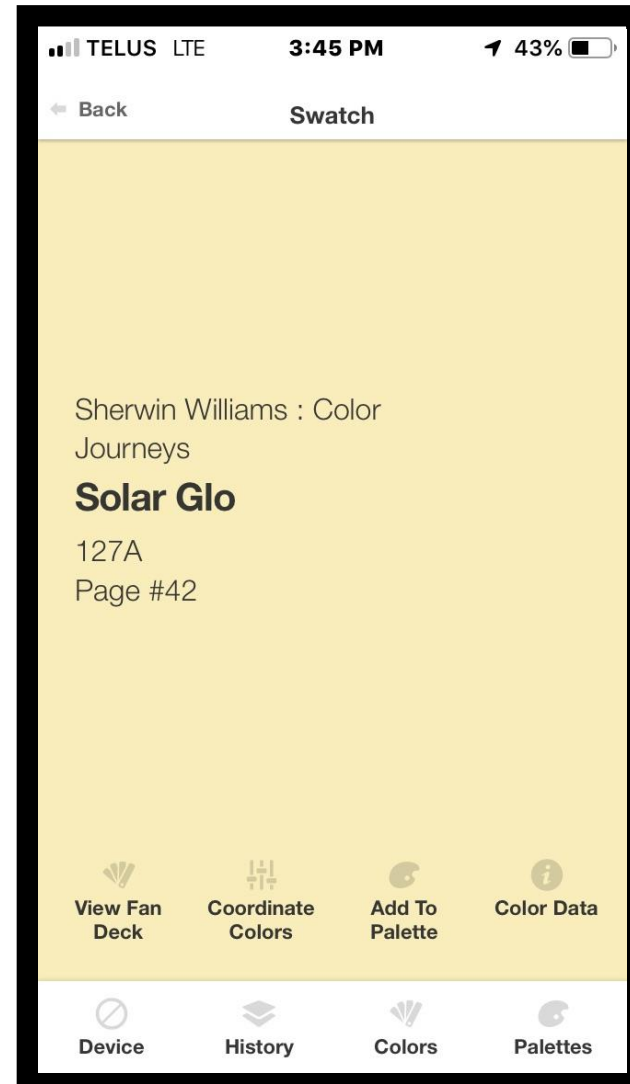
DataColor ColorReaderPRO



Other Great Functions:

- View Fan Deck
- Coordinate Colors
- Add To Palette
- History
- Colors
- Palettes
- Devise

Switching now to screen shot on projector to explore these other functions



DataColor ColorReaderPRO



What's in the Box

- Very powerful package for a very reasonable price





ML Campbell
www.mlcampbell.com