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## Glitsa Launches Latitude Waterborne Finish

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**Seattle, Wash. – October 21, 2015** – Glitsa, a division of Rudd Company, Inc. has added Glitsa Latitude™ to its waterborne finish line.

Glitsa Latitude Waterborne finish is a clear, single component, self-sealing finish. Latitude's versatility gives the contractor a choice, whether superior build is required or a coating that spreads farther, Latitude can do the job with a 37% solids content and a great spread rate of 500 – 700 sq. ft. per gallon.

Glitsa Latitude is available in Gloss, Semi-Gloss, Satin and Matte sheens.



### **About Rudd Company, Inc.**

Rudd Company was founded in 1912 and has kept its roots firmly planted in the Northwest, while serving customers throughout the U.S. In addition to Rudd Wood Finishes, the company also produces Glitsa® wood floor finishes, SkimStone® decorative concrete finishing system, Milestone™ cementitious vertical overlay system and Encore™ complete countertop refinishing system. Rudd brands include: Rudd®, Glitsa®, SkimStone®, Milestone™ and Encore™.

For more information, visit [www.ruddcompany.com](http://www.ruddcompany.com).

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