



ShellacFinishes

No one knows SHELLAC like we do!

Press Release
For Immediate Release

ShellacFinishes Contact: Vijay Velji
Phone: (858) 780 2865
Email: sales@shellacfinishes.com

Internet: www.shellacfinishes.com
7740 Goldfish Way
San Diego, CA 92129

ShellacFinishes Announces *Royal-Lac*[™] **Post Catalyzed**
A Post-Catalyzed Shellac-Based Wood Finish with Superior Durability and
Fast Curing



San Diego, California – November 16, 2016 – ShellacFinishes is proud to announce their new *Royal-Lac*[™] **Post-Catalyzed** shellac-based wood finish.

New *Royal-Lac*[™] **Post-Catalyzed** wood finish, once again raises the bar in the wood coatings industry by providing the look and feel of shellac with quick curing, high solids and low VOC (<275gm/liter) finish for spray equipment. Based on a carefully tested proprietary blend of shellac and synthetic resins, the result is a superior product that compares well against any post-catalyzed finish in terms of durability, solids content, drying/cure time and exceeds SCAQMD VOC limits.

Cabinet makers know that the depth, color, and shine produced by shellac is unmatched by modern synthetic finishes such as Polyurethane, Nitro Cellulose Lacquer, or Urethane.

Royal-Lac[™] **Post-Catalyzed** combines the beautiful look and feel that cabinet makers and woodworkers love with a durability that is second to none and it competes head on with other synthetic finishes—thus proving that a sustainable natural product can find its place in the world of synthetic finishes.

Royal-Lac[™] **Post-Catalyzed** is a proprietary formulation formed by cross-linking shellac with carefully selected synthetic resins to form new polyester chains that combine the look and feel of shellac with exceptional durability and can be used on all indoor furniture, cabinets and musical instruments!

“*Royal-Lac*[™] **Post-Catalyzed** is a feather in my cap that I have pursued for quite some time” states Vijay Velji, owner of

ShellacFinishes. *Royal-Lac*[™] **Original**, released in 2014 is a successful product in its own right for the amateur DIY enthusiast. But many small and medium scale industrial customers were looking for a finish that would build, dry and cure fast. *Royal-Lac*[™] **Post-Catalyzed** cures 10x faster!”

Robbie O’Brien from O’Brien Guitars writes:

“*Royal-Lac*[™] **Post-Catalyzed** gives my guitars the beauty of shellac with the protection of synthetic lacquer. Truly an all in one finish.”

Andrew Mowry from Mowry Stringed Instruments writes:

“Like many luthiers, I've experimented with a variety of finishes and have been trying for years to find a finish that is ideal for musical instruments. From my testing, *Royal-Lac*[™] **Post-Catalyzed** has most of the qualities I'd like to see; forgiving application, clarity, flexibility, durability, fast curing and the classic look of shellac.”

Jack Ipekjian from Pasadena Woodworks:

“*Royal-Lac*[™] **Post Catalyzed** combines the beauty of shellac, the strength of the toughest varnish, and easy application by spraying or brushing, making it one of the best finishes for fine furniture as well as production cabinetry. The fast cure time helps get products out the door and into the hands of satisfied customers quickly. For the production minded manufacturer, *Royal-Lac*[™] **Post Catalyzed** should be the top choice.”

Max Girouard from Girouard Mandolins:

“Having used several dozen finishes over the past few years and not being happy with any of them for one reason or another, we decided to give *Royal-Lac*[™] **Post Catalyzed** a try. It was everything we loved about a shellac based finish without any of the downfalls that are inherent in shellac finish films. Incredible depth and 3D effect while looking at figured woods, perfect clarity, ease of application and durability that is comparable to any of the more modern finishes. We asked ShellacFinishes for a coating with faster cure time and higher solids content so that less coats could be applied. Vijay listened and introduced us to his latest product *Royal-Lac*[™] **Post Catalyzed** finish. We were able to apply it following the same finish schedule as our current water

based finish, with an even faster cure rate. It sands easily and buffs out to a beautiful shine. We've put it through rigorous testing and are so pleased with all the results, we are transitioning over to this finish exclusively.”

Competitively priced, *Royal-Lac*[™] **Post Catalyzed** is available in quart and gallons sizes in the traditional Super Blonde shellac variety. It is available for purchase through the company website: www.shellacfinishes.com.

Product application videos are also available to demonstrate quick and easy application techniques.

About ShellacFinishes

ShellacFinishes was established in November 2006 by longtime San Diego resident and woodworker Vijay Velji. A well-known furniture maker, French Polisher, and teacher, Vijay was frustrated with the inconsistent performance of shellac purchased from local vendors. Flakes on the retailers' shelves were of unknown age and would sometimes form a lumpy mess when mixed with alcohol rather than dissolving into a nice homogenous mixture. Unsatisfied with the situation, Vijay took matters into his own hands and travelled halfway around the world, in search of shellac that was guaranteed fresh.

Over time, he established business and personal relationships with harvesters and manufacturers positioned to supply fresh shellac, and launched his company. Because of the tight relationships he formed early on, ShellacFinishes knows the actual date of harvest and is the only shellac vendor to put a freshness date and guarantee on every package sold.

As a passionate woodworker and frequent user of shellac, Vijay remains in tune with customer needs. Shortly after starting ShellacFinishes, he noticed that some customers were hesitant to use shellac due to concerns about durability and ease of application. Unfortunately, shellac's rheology simply did not allow it to flow and level as easily as synthetic finishes, and it didn't compete with synthetic finishes on durability.

Again unsatisfied, Vijay dug deeper into the chemistry of shellac seeking a way to address these limitations. After two years of R&D, his careful analysis and methodical testing paid off when ShellacFinishes introduced a new line of wood finish based on a proprietary blend of shellac and synthetic resins.

The new finish, *Royal-Lac*[™] remains second to none in durability and ease of application.

ShellacFinishes and its founder Vijay Velji are pleased to offer products which empower Indian farmers with sustainable economic alternatives to deforestation of their lands for agricultural and industrial use. They are dedicated to helping preserve these precious natural resources.