

CUTEK[®]



BRAND BOOK

OUR NAME SAYS IT ALL

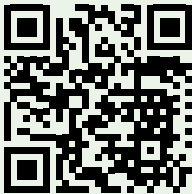
The CUTEK® brand means everything to us. We have spent decades cultivating the trust and respect of customers with our wood protection range, as well as building valuable alliances that inspire trust and confidence.

Whether you're talking to home owners or professionals, this document will help you build upon this history and ensure consistency in appearance and messages with all your CUTEK® customers.

NOTE: All the most recent product information, imagery and loads of other marketing resources are available on the **CUTEK® Reseller Hub Portal** (www.cutekstain.com/us/dealer-portal/).

Please note that the product images used online must reflect what is currently in your store (e.g. stores that still have the old CUTEK® product cans should not have the new product images on their websites as this may cause confusion).

Still can't find what you want?
You can always get in touch with us directly:
T 1-833-MY-CUTEK (1-833-692-8835)
E sales@cutekstain.com



1. Whenever written, the name CUTEK® must ALWAYS appear in capital letters with the superscripted '®' symbol after the 'K' as shown above. (except in web URLs)

2. Whenever written, refer to our products as follows:
CUTEK® Product Name

(caps+®) (title case - caps ok in headings)

Eg:

CUTEK® Colortone(s)

CUTEK® Extreme

CUTEK® Quickclean

CUTEK® Wood Reviver

CUTEK® Wood Stripper

3. Where to get the CUTEK® facts:

This document contains a summary for each product. You can also find more detailed information on all our products at cetekstain.com/us

We recommend using the supplied text as it has been vetted for accuracy and best-practice.

Our website contains fact sheets; technical data sheets and other useful information on each of our product pages. Please ensure you download, read and understand what claims you can and cannot make about the product. If you cannot find the information you require or need any further clarification, please contact us directly at: inquires@cetekstain.com

4. Know the CUTEK® system:

Prepare and **Protect** are our key steps to using the CUTEK® system:

STEP 1 ► PREPARE

Strip, clean and restore your wood.



CUTEK® WOOD REVIVER

Prepare new wood for better color retention. Restore old, weathered or stained wood to look like new.



CUTEK® WOOD STRIPPER

Removes paint and surface coatings from wood



CUTEK® QUICKCLEAN

Cleans wood for a maintenance recoat

STEP 2 ► PROTECT

Protect your wood in Exterior settings



CUTEK® EXTREME

High Performance penetrating oil/stabilizer that works from the inside out to control moisture, and minimize warping, cupping and splitting. Guaranteed never to peel or flake, CUTEK® Extreme extends the service life, and enhances the natural beauty of your wood.



CUTEK® COLORTONE

Color additive for CUTEK® Extreme. Adds UV color protection to CUTEK® Extreme that enhances, not hides, the natural beauty of your wood.

STEP 1 ► PREPARE**CUTEK® Wood Reviver**

CUTEK® Wood Reviver will clean and prepare old, grayed off or stained wood, getting it ready for initial applications of CUTEK® Extreme.

It is a powerful product that counteracts the weathering process by eliminating years of sun discoloration and silvering from all species of wood.

CUTEK® Wood Reviver brightens, cleans stubborn stains, removes gray and restores wood surfaces back to the appearance of new wood. It is also effective in removing stains caused by tannins, water, iron, resins, mold and fungus.



AVAILABLE IN: 1 US Gal - 3.78 L

WHY CUTEK® WOOD REVIVER?**POWERFULLY RESTORES WOOD**

Brings weathered, grayed/silvered wood back to original appearance

**REMOVES STUBBORN STAINS**

Such as iron stains, water marks, tannins, resins, mold and fungus

**PREPARES NEW WOOD FOR COATING**

Removes common invisible glaze ('mill glaze') from newly sawn wood or machined lumber

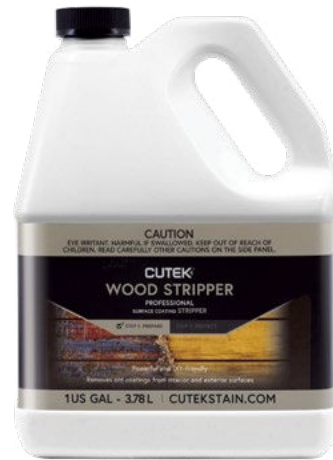
STEP 1 ► PREPARE

CUTEK® Wood Stripper

CUTEK® Wood Stripper is a powerful and user-friendly paint and surface coating stripper.

It is the smart alternative to conventional strippers that use dangerous chemicals (such as methylene chloride, NMP, etc.).

CUTEK® Wood Stripper is suitable for removing multiple layers of the most commonly used wood coatings such as latex paints, stains, varnishes, linseed/natural oils, acrylics and other film forming coatings. It is also effective at removing coatings from metal, brick and masonry surfaces.



AVAILABLE IN: 1 US Gal - 3.78 L

WHY CUTEK® WOOD STRIPPER?



POWERFUL WOOD STRIPPER

Removes old surface coatings from wood, metal, brick and masonry surfaces



SMART ALTERNATIVE

Does not use dangerous chemicals like Methylene Chloride and NMP



SAFE AND USER-FRIENDLY

Safe to use on your DIY project (*no professional experience necessary*) with soap and water clean up

STEP 1 ► PREPARE**CUTEK® Quickclean**

CUTEK® Quickclean is the perfect way to regularly keep all your wood clean, and it prepares wood to optimize the performance of maintenance coats of CUTEK® Extreme.

It will easily remove dirt, grease, and grime as well as even out CUTEK® Colortone that has started to wear or erode unevenly on your wood.

CUTEK® Quickclean is a powerful general-purpose outdoor cleaner that removes dirt grease and grime from all your exterior hard surfaces.

CUTEK® Quickclean is a concentrate that should be diluted with water. The dilution will vary depending on the build-up of dirt/grease on the surface.



AVAILABLE IN: 64 oz - 1.89 L

WHY CUTEK® QUICKCLEAN?**POWERFUL OUTDOOR CLEANER**

General-purpose cleaner that removes dirt, grease and grime from outdoor surfaces

**PERFECT FOR REGULAR WOOD CLEANING**

Prepares wood for a maintenance coat of CUTEK® Extreme

**CLEAN UP CUTEK® SPILLS WITH EASE**

Easily cleans accidental spills of CUTEK® Extreme

**CLEANS ALL HARD SURFACES**

Including composite decking, plastic, PVC, tiles, pavers, concrete and glass

STEP 2 ► PROTECT

CUTEK® Extreme

CUTEK® Extreme is a high-performance, oil-based wood stabilizer.

Penetrating deeply into wood, CUTEK® Extreme highlights the natural grain and beauty of wood while providing robust and long-lasting protection.

Working from the inside out to control moisture, and minimize warping, cupping and splitting, CUTEK® Extreme improves the service life of your wood. CUTEK® Extreme will not flake or peel and maintenance is fast and simple – no need to sand or strip.

CUTEK® Extreme celebrates the natural beauty, grain and texture of wood. Applied as a clear oil, CUTEK® Extreme will allow wood to naturally silver over time. Mixing in one of the many CUTEK® Colortones will help to enhance and maintain the freshly oiled natural look of your wood or alter your wood color to meet your design requirements.



AVAILABLE IN: 0.95 US Gal - 3.6 L and 5 US Gal - 18.9 L

WHY CUTEK® EXTREME?

-  **STABILIZES YOUR WOOD**
Significantly reducing splitting, warping and cupping.
-  **SIMPLE AND EASY TO USE**
No technical experience necessary.
-  **MAINTENANCE IS FAST AND SIMPLE**
No need to sand or strip, just simply clean and recoat.
-  **NO FLAKING OR PEELING**
Instead, the coating is designed to fade with time.

-  **COST EFFECTIVE**
Up to 2x the coverage rate of most wood coatings.
-  **YOUR WOOD IS THE STAR!**
Enhances the natural color and grain of your wood.
-  **SUSTAINABLE CHOICE**
Significantly extends the service life of wood.
-  **LONG-TERM, CUMULATIVE PROTECTION**
Stays active inside your wood to protect from the inside out.
-  **CUTEK® CARES**
We plant one tree for every can of CUTEK® Extreme sold worldwide.

Understanding CUTEK® Colortones

Color additive for CUTEK® Extreme, that provides UV protection.

- Enhance not cover up the beauty of wood.
- Help retain the freshly oiled look, or alter the color of your wood.
- Transparent matte finish, allows the knots, grain and natural variation of the wood to shine through.
- The natural color and condition of the wood will influence the finished color.
- The color will look richer with each application.
- Doubling the CUTEK® Colortone used will provide an even richer color, and more UV protection.
- The Colortone will fade or wear/chalk off over time, rather than peel or flake.



BROWN HUES



ESPRESSO ASHWOOD* PECAN WALNUT BARK

YELLOW HUES



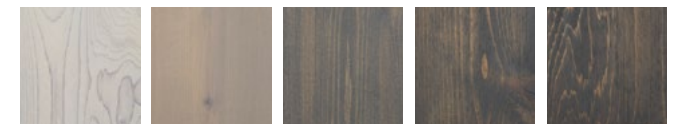
LIGHT OAK* GOLDTONE HONEYCOMB RUSTIC GOLD

RED HUES



CEDARTONE TERRA COTTA* AUTUMNTONE BURNT RED*

WHITE/BLACK HUES



WHITE WASH* SMOKEY GRAY BLUE SLATE* GRAPHITE GRAY BLACK ASH

* Available by special order

Note: These colors are an indication only. Color may vary depending on many factors including application and the condition and species of wood.

Choosing the right CUTEK® Colortone

To maintain your wood's natural color for longer, choose a CUTEK® Colortone similar to the natural color of your wood.

Suggested CUTEK® Colortones that match the natural hue of your wood can be found in our tables shown here. Colortones can also help alter your wood color if required (e.g. make your wood look lighter or darker than its natural state). Always obtain a free CUTEK® Pre-Mixed Sample to check your color choice before proceeding with your project.

COMMON WOOD TRENDS	
Hamptons/ White Wash Look	White Wash*, Blue Slate*
Instant Weathered Look	Smokey Gray
Charred Wood Look	Black Ash

COMMON WOOD TYPES IN THE USA	
Douglas Fir - Rough	Honeycomb, Espresso
Douglas Fir - Smooth	Espresso, Ashwood*
Eastern White Cedar	Goldtone, Honeycomb
European Pine	White Wash*, Honeycomb
Ipe	Autumntone, Goldtone, Walnut
Kebony	Cedartone, Rustic Gold, Honeycomb
Mahogany	Rustic Gold, Honeycomb, Goldtone, Terra Cotta
Pressure Treated – Southern Yellow Pine	Honeycomb, Smokey Gray
Pressure Treated (Brown)	Espresso, Honeycomb
Redwood	Terra Cotta, Honeycomb, Espresso, Autumntone
Thermally Modified Ash	Walnut, Espresso
Thermally Modified Scots Pine	Honeycomb, Goldtone, Espresso
Thermally Modified Southern Yellow Pine	Ashwood*, Espresso, Honeycomb
Western Red Cedar – Clear & Knotty	Rustic Gold, Honeycomb, Goldtone, Cedartone

Note: Recommendations were made using the single strength samples.
* Available by special order