

# SANSIN: GREEN FROM THE START

From Canada comes from Sansin Corp., and while it may be a new word for many paint dealers, they've recently passed their 25th anniversary since their founding in 1985, when president Eric Bos invested in rights to a water-borne stain for a new company he established. Later, along with his son Sjoerd, they began what is now The Sansin Corporation in Strathroy, Ontario and launched their flagship Sansin Classic™ wood stain.

Sansin was initially focused primarily on the cedar shake, shingle and the log home business. The Sansin Classic™ product, a water-borne alkyd that could penetrate high moisture wood, was unique to the industry offering several advantages over competing solvent based products. The hand crafted log home industry grabbed hold of this product as they are dealing with wetter wood. Its first and enduring product is its flagship Sansin Classic™ line; a three-coat penetrating formula designed to protect the natural beauty of log homes. Because it uses water to carry modified natural oils deep into the logs, it can be applied even to wood with a high moisture content.

Eric Bos, originally from the Netherlands, saw the 'green' movement taking hold in Europe long before it hit the United States. With this knowledge, he anticipated that solvents in stains would eventually disappear, so Sansin was ready when the EPA and other regulations forced the industry into making products with lower volatile organic compounds (VOCs).

Sansin's mission statement explains where they started, and where they still stand: "Sansin understands the true nature of wood. And is inspired by it. Our commitment to conservation and the environment is paramount. We combine the tradition of a thousand years with innovative research and development to create environmentally-friendly alternatives to traditional wood coatings and preservatives. Every day, our passion for what we do drives us to find ways to protect wood better. Every day, we work with our clients to meet and anticipate their needs better. And every day, we fulfill the promise of naturally perfect wood protection. Because at Sansin, we know wood better."

This love for wood keeps them focused, as the R&D team concentrates only on wood substrates. Some of the products are tested for years before their introduction. "This level of dedication ensures only the finest, environmentally friendly wood protection is being offered," says Sjoerd Bos. "For example, Sansin began testing its coatings on thermally modified wood ten years ago, long before it was in demand. We now have products for thermally modified wood and testing to back them up."

Here's an interesting guy to work with—and a past Olympian!



## I'll Tumble 4 Ya

Dr. Nenad Vidovic, a scientist in Sansin's Research and Development Department, is an internationally recognized wood expert and mushroom hobbyist—plus he has a successful past in Olympic Gymnastics.

He received a BS degree in Wood Technology from the University of Sarajevo, Bosnia; a MS degree in Wood Protection from the University of Belgrade, Yugoslavia; and Ph. D. degree in Wood Preservation from the University of Zagreb, Croatia. He is a member of the Yugoslav Wood Protection Center (published "Wood Protection in Yugoslavia"), longtime member of the Canadian Wood Preservation Association, member of the International Research Group (IRG) on Wood Protection-Stockholm, member of the Federation of Societies for Coatings Technology of America, and member of the Forest Products Society. Sounds like he knows his wood!

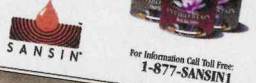
As a hobbyist, Vidovic is into small-scale growing of edible mushrooms such as oyster and shiitake mushrooms (member of the Mycological Society of Toronto) which again has a connection to wood since fungi love to grow on wet wood!

He was a member of the Yugoslav gymnastics team, competed in the Olympic Games in Tokyo 1964, and was the president of the Yugoslav Gymnastic Federation. Dr. Vidovic immigrated to Canada in 1994 and joined Sansin in April 1999.

Currently, says Bos, the company is working on keeping it green and keeping it good. "Sansin has been the first to come up with a new color system for interior wood stains with the introduction of the Eco-Tone™ Color System, a color additive for our Purity® Interior 0-VOC base wood stain that delivers dye-like color with a fraction of the toxicity found in conventional, solvent-based dyes, yet it delivers on penetration, performance and uniform appearance." **TPD**

Naturally perfect!

The outstanding characteristic of Sansin is its base of natural ingredients combined with another of nature's miracles - WATER - working together to penetrate and adhere to the material it is applied to without damaging the environment. It will breathe, expand and contract with the seasons. Sansin will provide you with a finish that is easy to maintain. For the interior or exterior of your log home and/or cottage, decks, fences, roofs, etc., Sansin is your natural perfect finish.



Sansin ad from 1999.

Sansin ad from 2001.