

THE ESSENTIAL SYLLABUS

December
2025

IN THIS
ISSUE:

**Sport Kote® PC
Trilogy**

**Why Choose
Superbase®
Floor Finish
Concentrates?**

**A Solution
for Ice Melt
Residue**



FEATURED ARTICLE

Launching Soon! Sport Kote® PC Trilogy

Essential Industries would like to announce their two new one-coat, gym floor products, built from the trusted legacy of the Sport Kote platform. These two new products are launching soon and will sit alongside our current Sport Kote PC to create our new Sport Kote PC Trilogy.

The Trilogy consists of:

Sport Kote PC (128SF) - A water-based wood floor coating with excellent adhesion that dries fast with an ultra-high gloss.

Sport Kote PC Plus (168SF) - A single-coat, water-based coating featuring Essential's legendary Sport Kote polymer and cross-link system. Designed for durability, clarity and ease of use.

Sport Kote PC Pro (178SF) - A two-part, single-coat, water-based coating built on the same trusted platform, with enhanced performance characteristics for even greater protection and shine.

All three products are also part of Essential Industries' PFAS-NIA portfolio, formulated without intentionally added PFAS. They have been thoroughly tested on multiple gym floors with outstanding results.

Stay tuned for an official launch date that is coming very soon!

Floor It - The Trilogy Has You Covered!



THE ESSENTIAL SYLLABUS



Why Choose Superbase® Floor Finish Concentrates?

SUPERBASE® is our advanced polymer concentrate technology, engineered to give you total control over your formulation.

With Superbase® you can easily create floor finishes and coatings customized to your exact solids level, performance needs, and price point. This flexibility means you can design products to perform beautifully in any environment while also reducing freight, storage, and waste.

Why Choose Superbase?

Unmatched Flexibility: Tailor your formulation to meet any market or performance requirement.

Proprietary Polymer Design: Essential manufactures all its own acrylic and urethane polymers for complete quality control.

Advanced Crosslink Technology: Our unique cross-linkers ensure superior adhesion and durability - key to long-lasting performance.

Efficiency and Value: Ship and store concentrates, then finish your product on demand.

SUPERBASE® - the science, flexibility, and performance that only Essential Industries can deliver.

A Solution for Ice Melt Residue

It's that time of year when snow and ice are creeping into our daily lives, and in order to keep outdoor walkways safe, we sprinkle ice melt (otherwise known as calcium chloride) onto these surfaces.

If you live in the Northern climate of the USA, you are keenly aware of the fact that this ice melt gets tracked inside on your shoes, causing the floors to become dull and slippery. Cleaning this residue can be tricky given the chemistry of the salt, and mopping with your everyday floor cleanser just won't cut it. These ineffective cleaners are typically neutral in nature and do not have enough power to remove the salt once it has dried onto the floor.

Essential Industries' Blue Concentrate is the exception to this rule. While it is gentle enough to use as a daily cleaner, it also contains highly effective chelating agents that specifically attract the calcium ions making up the salt, lift them from the floor and keep them in solution. They are then able to be rinsed off of the floor. This helps to keep your floors clean and residue free. Blue Concentrate is also UL Classified for slip resistance.



Innovation
is Essential.



Comments, questions, problems or requests?
Feel free to contact us at:
info@essind.com

Essential Industries, Inc.
P.O. Box 12 | Merton, Wisconsin 53056
262.538.1122 or 800.551.9679
www.essind.com