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**Paint & Sundries >>**

Wood Finishing Products, Stains

In the late 1940s and early '50s, Minwax moved into the consumer market. According to R. W. Harrison, Jr., a grandson of Arthur B. Harrison who also served as President of Minwax from 1962-1978, this growth "...came with the realization we had a product the average person could use successfully." The product itself was redesigned and improved for homeowner use, and the wax in the finish was replaced by varnish gums, making the new Wood Finish™ the first modern "quick-drying" product.

Donald H. Henderson, a former President of Minwax, recalled, "Marketing of the new Wood Finishes was originally a low-key activity, but word-of-mouth endorsement by satisfied customers generated enormous demand." Gradually, new colors were added to the line and new companion products were introduced to make Minwax a complete Wood Finishing Products Company.

Today, the power and beauty of wood is still important in both public buildings and private homes, and the Minwax Company provides consumers with a complete line of products to meet every wood finishing need. We look ahead excitedly as we continue our work to make and keep wood beautiful®. Our future promises to be as exciting as our past!