



*Beyond The Surface*

## Information from Pro Wood

David Tancreti started as a helper in a small residential custom cabinet shop in 1990 knowing very little about woodworking and finishes. The following year, he was asked to clear coat a couple of additional pieces that were left behind for a project. When he sprayed the first coat, he saw the piece of wood come to life under his hands and he was hooked. He started to take an interest in coatings and equipment and focused on the finishing aspects of the wood products. Seeing that no one seemed to want to do that type of work, the bosses named him the “Finisher”. This is when he also started to match his own stains.

In 1993, he moved to a larger woodworking shop that had a mix of residential and commercial work. He became their finisher. While there, he was given more autonomy to explore and improve the quality of finishes, increase his stain matching abilities, upgrade and learn the equipment, and recommend coating selections for projects.

In 1997, as that shop was closing, he was recommended to a larger architectural millwork company that focused on custom commercial woodwork. After proving his abilities, he was given full authority over the finishing department. He became more trusted and gained the confidence of the owner and company project managers’ and could recommend coatings that met project specifications. Through his oversight and experience, he was able to upgrade the quality and performance requirements of the finishing systems and direct personnel to meet the delivery schedules.

The one constant through all of this was Pro Wood Finishes (then Industrial Wood Finishes). Pro Wood Finishes became the sole supplier of the high-quality finishes and the go to resource for the information and products that David needed to meet the demands of the company and the clients’ projects he worked on.

So, when David desired to advance his career and share knowledge and experience he had gained, he joined the team in 2005 and took over the full-time position in the color lab in 2011. Since then, David continues to be an expert in color matching providing countless support to local woodworking shops.