

FESTOOL®

# FINISH LINE

SPRING 2017





## OUR MISSION

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It's our goal to help professional painters boost efficiency and productivity, while increasing profits and achieving higher quality results each and every day.

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# FINISH LINE



## 02 Creating A Beautiful Canvas

Living up to the highest customer expectations with every job.



## 32 Pursuing Perfection

Performing flawlessly under the pressures of lights, camera, action.



## 48 Sharing a Passion for the Craft

You're invited to Festool Connect at our USA headquarters.



## 49 Festool Hits the Road

Sign up for a local event as our tool-packed trailer comes your way.



## 54 A New Way to Learn

The Prep to Finish program emphasizes hands-on training.



## 56 Festool Service Hotline

With Festool's service hotline, factory-trained team members are here to help.

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### Customer Service

888-337-8600

Speak to a tool application specialist  
(Asistencia y asesoría técnica en Español)

### Festool USA

400 N. Enterprise Blvd.  
Lebanon, IN, 46052

### Find A Dealer

[festoolpaint.com/where-to-buy](http://festoolpaint.com/where-to-buy)

### Online Tool Registration

[festoolpaint.com/register](http://festoolpaint.com/register)

### Service All-Inclusive

[festoolpaint.com/sai](http://festoolpaint.com/sai)

### Website

[festoolpaint.com](http://festoolpaint.com)

 [twitter.com/festoolusa](https://twitter.com/festoolusa)

 [facebook.com/festoolpaint](https://facebook.com/festoolpaint)

 [festoolpaint.tv](https://festoolpaint.tv)

**FESTOOL®**





# CREATING A BEAUTIFUL CANVAS



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## THE CHALLENGE

Living up to the highest customer expectations with every job.

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### 1 AN UNEXPECTED CAREER

How a computer programmer became his area's highest-rated painting contractor.

### 2 ACHIEVING PERFECT EXECUTION

Crews spend a majority of their time executing meticulous prep using Festool sanders, hand sanding abrasives and dust extractors.

### 3 SELLING AN EXPERIENCE

From the strong relationships it builds to the Festool equipment it uses, Paint Track ensures a superior experience for its customers.

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Ray Rahni is one of those people who believes everything happens for a reason.

The former computer programmer put himself through college, painting houses on the weekends and every summer to earn money for his tuition, books, and room and board. The Westchester County native quickly endeared himself to suburban New York-area homeowners with his professional demeanor, sharp attention to detail and love for the craft. Rahni was so committed to his part-time job that he earned enough money to finish college with zero debt.

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## 1 AN UNEXPECTED CAREER

After graduation, Rahni went to work in an office, writing software programs and becoming fluent in the language of code. Then, the events of September 11, 2001, struck the nation. And like many other workers, Rahni lost his job.

Devastated by the attacks on the United States and the city he loved, Rahni reached out to some former customers from his college days, hoping his skill as a painter would help him put food on the table for his family until the economy recovered. He never envisioned what happened next.

"Within two years, I had so many painting customers that I decided to leave the computer world for good," Rahni said. "I've never looked back."

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## 2 ACHIEVING PERFECT EXECUTION

Today Paint Track, Rahni's fully licensed, fully insured residential and commercial painting company, is the area's highest-rated painting contractor. And two decades after he first picked up a brush, Rahni still subscribes to the same principles that helped him earn enough business to fund his college education.

It's easy to assume that all painters are cut from the same cloth, but Rahni credits his team's meticulous preparation, creativity and problem-solving ability as the difference-makers that inspire repeat business and referrals.

"We aren't just applying paint to a surface," Rahni said. "From color and product selection to project management and cleanup, we're committed to perfect execution on every job.

"It's all in the details."



"Most painters look at your space, ask you what you'd like to have done, and give you a price. But Ray started by sharing how his approach to painting and the Festool equipment he uses would make a difference."

Lynn Centofanti, homeowner

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Every good painter understands that surface prep is crucial, and Rahni and his team devote extensive energy and resources to prep work. His crews use Festool sanders, hand sanding abrasives and dust extractors on every job. The tools help them ensure surfaces are completely smooth, with no visible seams or nail holes.

"It's impossible to apply a quality finish without a quality surface," he said. "Festool products allow us to make our customers' homes look beautiful.

"If you want to make a beautiful painting, you need to start with a beautiful canvas," he said. "We spend up to 70 percent of our time on prep work, and Festool products give us the quality surface required to deliver a quality finish." Since Festool also reduces prep time considerably, that 70 percent would arguably be much higher with any other tools.

Anyone who has ever walked through a home under construction understands sanding can be one of the messiest parts of the job, but Rahni loves giving his customers a dust-free, clean environment.

"Dust is typically the biggest complaint from homeowners who hire painting contractors," Rahni said. "But Festool's dust extractors are so effective that my customers actually go out of their way to mention the cleanliness of my crew's jobsites.


"We spend a lot of time sanding everything from large walls to tight corners, yet we've perfected the art of maintaining jobsites that are virtually dust-free."



### 3 SELLING AN EXPERIENCE

These days the Paint Track founder spends most of his time managing the business, but he still loves to put on his painting suit and work with his crew whenever possible.

"I never thought I'd turn painting into a career," Rahni said. "But I love my job so much that I can't imagine doing anything else."

"More than anything, I value my relationships with my crew and my customers. People understand that when they hire Paint Track, they're buying an experience. Festool helps me deliver on that promise, and I'll never use anything else." 

#### TOOLS OF THE TRADE

### SOME OF PAINT TRACK'S TOP PICKS



#### RO 90 DX FEQ

Compact, four-machines-in-one unit excels as a rotary sander, a random orbit finish sander, a delta-shaped detail sander, and even as a rotary polisher.

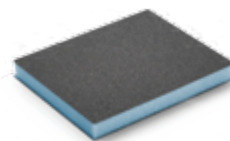
[See page 16 for details.](#)



#### GRANAT COMBI SPONGE

With its round side and 60-degree edge, allows you to get into hard-to-reach places.

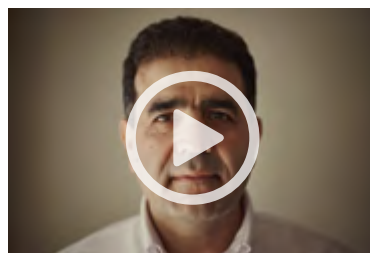
[See page 7 for details.](#)



#### GRANAT SANDING SPONGE

Extremely flexible foam backing distributes pressure evenly while letting the abrasive sponge adapt to different shapes.

[See page 7 for details.](#)



#### FESTOOL IN ACTION

### CREATING A BEAUTIFUL CANVAS

Visit our website to watch Paint Track owner, Ray Rahni, and his team achieve the quality surface needed to deliver an exceptional finish using Festool sanders and dust extractors.

[festoolpaint.com/painttrack](https://festoolpaint.com/painttrack)

# WE HAVE TO HAND IT TO YOU

## Hand Sanding Abrasives

For achieving perfect results, you know when hand sanding is needed for hard-to-reach places, unusual profiles or any spot difficult to access with a sander. That's why our Granat and Vlies abrasives are available in a variety of different designs and grits, including sandpaper, sanding blocks, sanding sponges, sanding pads and sanding cloths.



Granat can be used on any kind of paint, filler or clear-coat varnish (VOC lacquer and hard materials) and is particularly suited to the tough undercoats used in advanced painting and coating systems. Its synthetic resin bond and premium-quality fused aluminum oxide grit prevent grit breakage, so there is no need to worry about leaving scratches or score marks. Vlies flexible sanding fabrics are perfect for use on special shapes, rounded edges and beading.

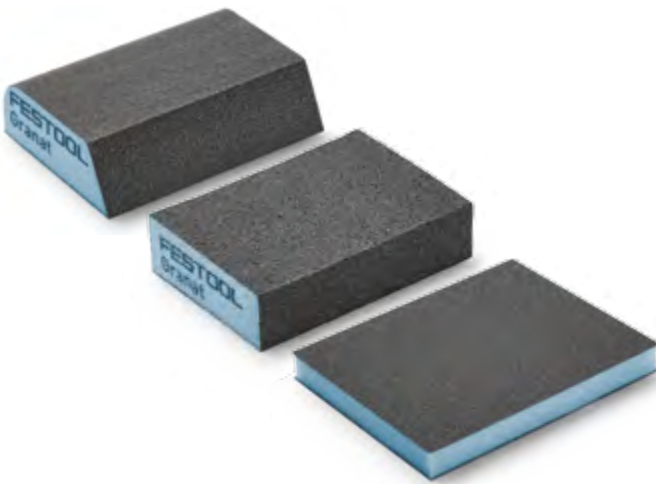




NEW

## GRANAT Sanding Sponges

Specially formed sponges feature different profiles and formats to adapt to different tasks, get into hard-to-reach places, reduce sanding time and protect surfaces. Synthetic resin bonding provides a tenacious grip for excellent cutting power without grooves or scratches. Long-lasting, high-performance abrasives are durable, washable and resistant to tearing.



### BENEFITS



#### Versatile

Versatile combi sponge features one round side and a 60-degree edge.



#### Longevity

Durable high quality abrasive components with bonded and fused grits provide long service life.



#### Flexible

Extremely flexible sanding sponge easily adapts to different shapes.