

LONSEAL

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FOR IMMEDIATE RELEASE **LONSEAL IS TOPS AT SAVING TIME, MONEY AND THE ENVIRONMENT**

(April 20, 2012) Lonseal's popular pre-applied urethane finish, **Topseal**, saves on all counts: time on maintenance, money on life-cycle costs and impact on the environment. And now, Lonseal's most popular products—**Loneco**[®], **Lonwood Dakota** and **Lonwood Natural**—come exclusively *standard* with this invaluable finish that protects the floor, reduces scuffing and simplifies routine maintenance.

Topseal is applied in a 30-micron wear layer—three times thicker than most PUR finishes—and extends the life of the flooring by protecting it from wear due to staining, soiling and scuffing. The factory-applied finish was introduced in late 2010 on a selection of products but response was so overwhelming that Lonseal has decided to extend the finish to all 44 colors in the Loneco[®] and Lonwood lines. Additionally, Lonseal's newest product offering—a wide plank look called Lonwood Madera—comes standard with Topseal on all six of its product colors.

As Lonseal's foremost eco-friendly product, Loneco[®] is comprised of over 50% recycled content and features elegantly organic colors that easily conceal scuffing and soil. Loneco[®] has been utilized in such diverse commercial spaces as Earthlink's corporate offices in California, Evergreen Hospital in Washington, and New Balance retail stores.

A durable, slightly textured sheet that evokes the open grain of oak and the nuance of knot-free plank in warm and inviting colors, Lonwood Dakota is ideal for corporate and retail spaces as well as healthcare environments such as Northwestern University Imaging Center in Illinois and St. Louis Children's Hospital in Missouri.

Lonwood Natural has a realistic maple wood image with striking color schemes taken directly from nature. It has been a regular feature in healthcare, multi-housing and corporate settings including Balboa Naval Hospital in California, Citi Field Stadium in New York, and Malama Ki Ola Health Center in Hawaii.

In addition to its cost and time-saving products, Lonseal has long been a leader in eco-friendly manufacturing as evidenced by the company's GreenAir™ Collection of low VOC as well as their Collaborative for High Performance Schools and FloorScore®-certified products which support Indoor Air Quality (IAQ).

Celebrating 40 years of leaving an impression on commercial industries worldwide, Lonseal offers a wide selection of exterior and interior, embossed, smooth, sport and wood-grain surfaces, providing clients with finishes of exceptional beauty that are as economical as they are exhilarating. Servicing a range of commercial applications including healthcare, educational, fitness, corporate, retail and hospitality, Lonseal's products are distributed through architects, designers and contractors nationwide. For more information, visit www.lonseal.com or call 310.830.7111.

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