

# LONSEAL

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## **FOR IMMEDIATE RELEASE** **Lonseal Makes a Splash with Lonwood Marine Collection**

**(August 12, 2011)** With an exciting array of new nautical color combinations, Lonseal is proud to announce the expansion of its resilient vinyl flooring line for the boating industry. The new collection is called **Lonwood Marine** and includes eight products of various light and dark wood tones including Teak & Holly, Mahogany, Maple & Teak and Teak & Ebony. These high-performance, slip-resistant safety flooring options are the most realistic-looking wood floor products currently on the market. And, unlike actual wood, Lonseal's Lonwood Marine collection is able to withstand sunlight, water, chemicals and foot traffic with no sanding or refinishing ever needed.

Lonseal has been supplying sea-faring flooring for decades with products that can be found in cruise lines, yachts, sport fishing cruisers, and professional work boats and ships. Lonseal's resilient sheet vinyl is commercially rated and comes in 6'-wide rolls with lengths available up to 60' which can be seamed to go as wide as needed. The Teak & Holly offerings



come in three options: matte, glossy and Topseal (a factory-applied urethane), and have coordinating trim available in three colors. The Lonwood Marine products are semi-exterior with the Topseal intended for interior use only. Ideal for yachts, sailboats and all pleasure craft, Lonseal's Teak & Holly was recently installed aboard the Hula Girl charter boat in Maui, Hawaii.

In addition to the realistic and refreshing wood looks, Lonwood Marine products are far more economical than real wood veneers as they require no sanding or refinishing; the Topseal urethane offering extends the life of the floor with a 30-micron wear layer to protect against the elements and foot traffic. It also reduces scuffing and simplifies routine maintenance.

Additionally, like most Lonseal products, Lonwood Marine features GreenMedic™, an anti-microbial technology formulated directly into the wear layer of the flooring. Tests have shown that GreenMedic™ is four times more effective than conventional anti-microbial formulations and has resistance to the growth of both bacteria and fungus.

For over 35 years, Lonseal Specialty products have been designed to provide solutions that meet the unique demands of market-specific installations, from the areas of marine to aviation to emergency vehicle to entertainment. Our Smooth, Embossed and Wood Grain finishes offer slip-resistance, sound-dampening and cushioned-step features, as well as eco-friendly and microbial-resistance attributes. Lonseal also offers a line of exterior applications with its Londeck Collection. With unrivaled dimensional patterns that have proven themselves in countless installations, Lonseal offers a surface solution to all specialized flooring needs. For more information, visit [www.lonsealspecialty.com](http://www.lonsealspecialty.com) or call 310.830.7111.

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