

LONSEAL

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FOR IMMEDIATE RELEASE

Loneco® Linen: The Elegance of Weave, The Ease of Vinyl

(Aug. 6, 2012) For those seeking an elegant weave look but wanting the maintenance ease of resilient sheet vinyl, the search is over. Presenting Lonseal's newest offering: **Loneco® Linen**.

Utilizing the same formulation of over 50% recycled content of Lonseal's popular Loneco® line, Loneco® Linen features a loose woven design that gives a hip, stylish touch to any interior space. In its somewhat abstracted take on a fabric look, Loneco® Linen suggests the delicacy of cloth while its hue variations and slightly stubbed texture provide a sense of strength and durability.

Loneco® Linen comes in four soft, attractive neutral colors – Ecu, Oatmeal, Heather and Ash – that are suitable for a range of settings including healthcare, corporate, retail and hospitality. The sophisticated weave pattern also serves as a beautiful compliment to Lonseal's Lonwood Natural line as well as its forebearer, Loneco®. Long one of Lonseal's most popular offerings, Loneco® has a distinctive appearance that replicates the look of cork and concrete, and comes in 16 earthy colors. It is Lonseal's foremost "green" product incorporating wood powder with 50% recycled content.

Loneco® Linen also features Lonseal's exclusive **Topseal** formulation, a factory-applied urethane finish that protects the floor and simplifies routine maintenance. Topseal is applied in a 30-micron wear layer – three times thicker than most PUR finishes. The finish extends the life of the floor by shielding it from wear due to staining and soiling. Furthermore, it is an eco-friendly formulation that incorporates Lonseal's patented GreenAir™ technology for low VOCs as well as GreenMedic™ for increased microbial resistance.

In addition to its uniquely stylish designs, 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 utilized by architects, designers and contractors nationwide. For more information, visit www.lonseal.com or call 310.830.7111.

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