

# LONSEAL

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## **FOR IMMEDIATE RELEASE** **Lonseal Lays Down a New Wood Look: Lonwood Madera**

**(Feb. 6, 2012)** Extending its celebrated line of distinguished wood looks, Lonseal proudly announces its latest offering: **Lonwood Madera**.

A wide-plank design in six lustrous colors, Lonwood Madera is a resilient sheet vinyl that features detailed graining that elegantly weaves around beautifully-rendered knotting. This extraordinarily realistic look is further enhanced by articulated plank lines—resulting in a design that suggests the strength of old-world craftsmanship paired with the crisp, clean lines of contemporary living. Lonwood Madera also features Lonseal's exclusive **Topseal** formulation, a factory-applied urethane finish that protects the floor, reduces scuffing and simplifies routine maintenance.

The new line's color names evoke the warmth of cozy kitchen or restaurant, and include Shortbread, a tasty cookie tone; Cocoa, a rich, velvety brown; Portobello, an elegant mushroom color; Caramel, a dark amber; Brandy, a sienna brown; and Oregano, a soothing olive tone. Lonwood Madera's distinctive measurement scheme features plank lengths that are 32" and 17" and a plank width of 4.75." As with most Lonseal products, the sheet roll is 6'-wide and 60' in total length.

This latest wood look from Lonseal joins a collection that includes Lonwood Dakota, a thinner plank width with short lengths; Lonwood Natural, which also features a thin plank line but with continuous plank lengths, and Lonzebra, an extoic, striated linear-patterned wood look. All three wood options are amongst the most popular of Lonseal's products; an elite group that Lonwood Madera seems destined to join.

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 35 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](http://www.lonseal.com) or call 310.830.7111.

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