

Lonseal – June 2017

ASK THE MARKETING MANAGER

Lonseal: “The Little Giant”

By Lace Greene-Cordts, Marketing Manager

I'm often asked where Lonseal stands among other giants in the sheet vinyl flooring industry. In truth...we really don't compete with them. We are tiny compared to companies other leaders in the industry. So, how is it that Lonseal is able to be where we are today? By being “the little giant”.

Lonseal, Inc. is in its 45th year of producing resilient vinyl sheet flooring. We launched our California facility in 1971 and quickly established ourselves as a provider of unique flooring designs with distinctive color choices. In the early 80's, Lonplate – the original steel-plate design adapted to resilient flooring - put us on the map as a creator of innovative, embossed vinyl sheet products.



Lonplate I

Let me explain Lonseal in a way everyone can understand. Think of the fast-food industry, in particular the burger business. Colossal companies in the burger industry include McDonalds, Carls Jr., and Burger King. They all promote many different varieties of burgers, as well as other items in their menus that are complimentary to a burger (i.e. salad..if you find that complimentary). Then you have a company like In-N-Out Burger who has a reputation for making the best burger in California. They only sell one thing...fresh quality burgers! You won't see other items in their menus like a salad or burrito wraps. They focus on making the perfect simple classic burger that does not fatigue in taste. This is where the saying “quality over quantity” comes into play. People often travel far just to have their burger. Lonseal has the same story. We don't claim to be one of the big boys in the vinyl flooring industry. Lonseal is known as “the little giant” because we focus on making one thing...products that will over-deliver the quality. We have our mind set to continue doing what we do best, which is producing the most durable, strong performing, classically designed, resilient sheet vinyl flooring.

Our inspirations for designs comes from the environment we live in. We create transitional designs that combine the best of traditional and contemporary styles to create a look that is timeless, classic, and eliminate the worry about the floor going out of style. A great example is our Loneco® Linen, which is a perfect balance of function and beneficial effects and it creates a comfortable, organic look in a room. Linen is an extremely durable and strong fabric that is resistant to damage from abrasion, which is in accord with Lonseal's product specifications.



Loneco® Linen

We are constantly in awe of what the leaders in our industry can do. Their innovation makes us feel proud we are part of the industry they contributed their innovations to. The only thing that differentiates us from the giants is our “menu”.

So, how does Lonseal stay in the game? We only concentrate on making high-quality vinyl sheet flooring products, so specifiers for healthcare and assisted living facilities have relied on us for their building projects. We are part of a solution in all aspects of healthcare design needs. High impact facilities such as weight rooms and hot yoga praise the performance of our flooring in their demanding environment. Retail and hospitality spaces admire our products multi-purpose use for their flooring and fixtures. Educational facilities, in particular child care developments centers, are confident in our products because of our attention to safety and noise factors.

Did You Know This About Lonseal?

Here are some things you may not know about Lonseal. You've probably seen us on popular television shows such as American Idol®, Wheel of Fortune®, and Jeopardy, just to name a few. Did you know that you've probably step foot on a Lonseal product when boarding a commercial large passenger airplane? If you fly with any commercial airplane made by Boeing, such as American Airlines, Delta Air Line, United Airlines, most likely that is Lonseal flooring in the entry way and galley. Hopefully, you won't need to see the inside of a medical helicopter; but, in the event you are in one, look down at our flooring! If ever you decide to go on a cruise with Holland America, Lonseal flooring will be on deck with you. Why am I sharing the other side of Lonseal? EXTENSIVE PRODUCT TESTING. Many of the products specified for building and commercial purposes are also heavily sought out by specialty industries such as aviation and marine. That is how durable Lonseal flooring is! Products that are requested for specialty applications have additional engineering formulation in order to pass a series of industry-related certification tests. It may take many rounds of testing in order to get the proper stamp of approval, but it's an investment that Lonseal believes in.

Lonseal's capabilities exceed the minimum requirement needed in specialty applications such as aircraft. That same capability carries over to the building and commercial side. Not only are we able to stay in the game with our above-the-bar work ethics, but we are AHEAD of the game by doing this.

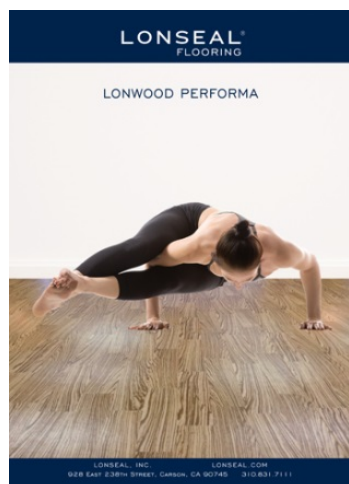
What is the latest with Lonseal?

Aside from our 4 new exciting products, we are most excited about an executive promotion in Lonseal, Inc. Yasuo Sakka came from the Lonseal Corporation in Japan in 2014 to hold the position as Lonseal, Inc.'s (USA) president. As of June 1, Mr. Sakka transitioned into the position as CEO of the company and assumes his executive duties from our parent company in Tokyo, Japan. Mr. Sakka is a key role in making sure there is a solid and strong communication between Lonseal-USA and Lonseal-Japan. Mr. Jorge Marquez, who was previously the VP of Operations, will take on the role as president. We are extremely happy to have Mr. Marquez continue to lead us, as he had played a pivotal role with Lonseal since 1991. Being with the company for 26 years, he is the most knowledgeable person at Lonseal, Inc. and is often the "go to" guy. He has seen what has worked well with Lonseal in the industry and which direction would be most beneficial for us all. One of the benefits in doing business with Lonseal is the tight communication in our culture. When you talk to customer service, they do not need to go through lines of commands to reach Mr. Marquez. The response and attention to our customers' needs is a priority to Mr. Marquez, as well as all of us at Lonseal.

2017 definitely will be marked in the books as the year where Lonseal executed the most new product lines.

Approximately 15 new products were launched (will be launched) in 2017. 4 of those are in the Building and Construction division. They are the following (see information sheets attached):

- Lonwood Performa (3 new colors added)
- Londeck Sol
- Lonspeck Topseal
- Lonmoire Topseal



What is in the future for Lonseal?

With regards to new products, we truly do get our inspiration from the world in which we live in. The giants in the flooring industry are constantly in a design race because time is money. We will continue to take an intellectual approach and invest time in researching the right flooring designs for various interior environments. We want to connect interior environments with the rest of humanity. To be successful in what we produce, our product development team leaves their design ego out the door. By doing this, we turn on our instinctive and emotional part of our brains and design with humanity. Humanity is not only the people that come into the building for visitor's experience, but also those who work in the building who deserve a pleasant environment to be productive in.

Lonseal is currently working on an exciting new website. The message we want to get out is that Lonseal is more than just flooring for structures. Lonseal embraces applications in buildings and fixtures to airplanes, boats and specialty vehicles. Lonseal is bigger than most people think. It will explain to people why we are unique, as well as a clear sense of what Lonseal offers. Our website will unite both our commercial and specialty divisions and confirm our tag line:

STRENGTH – PERFORMANCE – TRUST.

Lace Greene-Cordts began her marketing career working on interior design and space planning for retail spaces. She has over 20 years of marketing experience working with high-profile companies from service to product related industries, with a great deal of attention to branding. Lace@Lonseal.com

LONSEAL[®]
FLOORING

LONWOOD PERFORMA



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547 Sable



548 Oak



549 Silver Lake



550 Buckwheat



553 Mocha Latte

LONWOOD PERFORMA

Lonwood Performa features an anti-fatigue, cushioned-step, closed-cell foam-backing that is designed specifically for high-traffic and high-impact activities. A wood-grain sheet, it is ergonomically designed, sound absorbing and helps prevent injuries. Ideal for fitness, gym, and hot yoga applications.

STANDARD SIZES (nominal)

Overall thickness: 0.217" (5.5 mm)

Wear layer thickness: 0.020" (0.5 mm)

Roll size: 6' (1.8 m) wide x 60' (18.3 m)

Weight: 1.3 lbs./sq. ft., 455 lbs./roll

Colors: Five available

Lonseal offers a 15-year limited warranty.



LONSEAL[®]

FLOORING

LONDECK SOL



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991 Clay Dust

992 Overcast

993 Pure Earth

994 Desert Khaki



LONDECK SOL

A resilient exterior sheet vinyl with a COOL-TOUCH technology that reflects the sun's rays and reduces the surface temperature up to 10°F. It withstands high volumes of pedestrian traffic and weather-wear. Londeck Sol has been utilized in spaces such as pools, hotel and condo decks, boats and stairways.

STANDARD SIZES (nominal)

Overall thickness: 0.080" (2.0 mm)

Wear layer thickness: 0.031" (0.08 mm)

Roll size: 8'6" (2.59 m) x 60' (18.3 m)

Weight: 0.63 lbs./sq. ft., 320 lbs./roll

Colors: Four available

Lonseal offers a 15-year limited warranty.



LONSEAL[®]

FLOORING

LONSPECK TOPSEAL

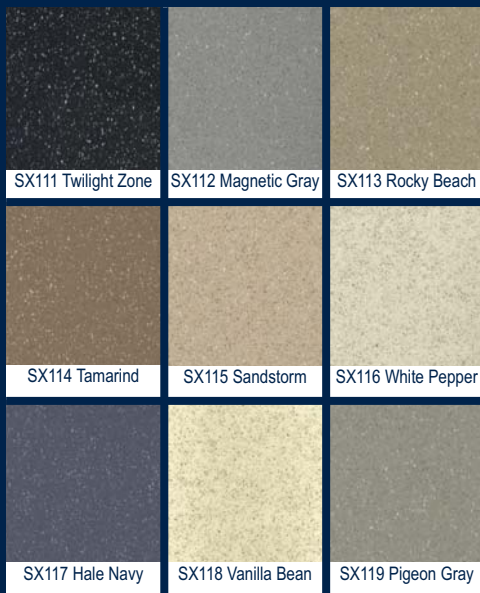


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LONSPECK TOPSEAL

The speckled surface of Lonspeck Topseal minimizes the visibility of grit and scuffing. Its virtually seamless sanitary appearance contributes to a hygienic environment. It features Lonseal's exclusive Topseal formulation, which is a factory-applied urethane finish. This "no-wax" finish protects the floor, reduces scuffing and simplifies routine maintenance. It is an eco-friendly formulation that incorporates Lonseal's GreenAir® technology for low VOC's, as well as GreenMedic® for increased microbial resistance.

STANDARD SIZES (nominal)

Overall thickness: 0.080" (2.0 mm)

Wear layer thickness: 0.028" (0.7 mm)

Roll size: 6' (1.8 m) wide x 60' (18.3 m)

Weight: 0.6 lbs./sq. ft., 225 bs./roll

Colors: Nine available

Lonseal offers a 10-year limited warranty.



LONSEAL[®]

FLOORING

LONMOIRE TOPSEAL



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LONMOIRE TOPSEAL

Lonmoire's wood grain pattern has the characteristics of watery waves of lines. This ripple design was once coveted by queens. It distinguishes the centuries-old pattern that now gives everyday commercial spaces a genteel touch.

STANDARD SIZES (nominal)

Overall thickness: 0.080" (2.0 mm)

Wear layer thickness: 0.020" (0.50 mm)

Roll size: 6' (1.8 m) wide x 60' (18.3 m)

Weight: 0.7 lbs./sq. ft., 240 bs./roll

Colors: Six available

Lonseal offers a 10-year limited warranty.