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**FOR IMMEDIATE RELEASE**

**Lonseal's GreenMedic™ Offers Increased Microbial Resistance – At No Added Cost**

**(Sept. 1, 2009)** Lonseal, leading the vinyl flooring industry for three decades through technological, visual and textured innovations, continues its groundbreaking efforts with **GreenMedic™**, a comprehensive environmental positioning that encompasses developments in eco-friendly products and anti-microbial product attributes without sacrificing quality, design or performance.

Available at no additional charge to the majority of Lonseal's surfacing products, GreenMedic™ is an anti-microbial technology formulated directly into the wear layer of the flooring as opposed to a topically-applied solution that can be washed off over time. Tests have shown that GreenMedic™ is four times more effective than conventional anti-microbial formulations and has resistance to the growth of both bacteria (such as *Staphylococcus aureus* and *Escherichia coli*) and fungus (molds and mildews). Lonseal provides this important preventative measure to most of its flooring products free of charge while offering it to custom orders in the form of factory-applied urethane with UV curing technology that extends the product lifecycle and reduces maintenance costs. GreenMedic™ is a particularly attractive feature to Lonseal's many clients in the health and hospital sectors as well as those in education, ambulance, automotive, marine and fixture manufacturing.

GreenMedic™ is the latest evolution in Lonseal's ongoing **GreenVinyl** initiative which searches for new sustainable innovations. Most Lonseal products have been reformulated to contain more than 35% post-industrial recycled content and, through the company's **GreenAir™** technology, products emit low VOCs (volatile organic compounds), ensuring adherence to the industry's highest environmental standards. Not only has GreenAir™ been incorporated into Lonseal's latest products, but older, more familiar products have been reformulated with the technology as well, reducing VOC emissions by 80 to 90 percent. These new formulations in product composition have led to products that contribute toward LEED® and healthier indoor air quality.

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, marine, aviation, 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.