

LONSEAL

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LONSEAL'S LONZEBRA MOVES VINYL FLOORING UP THE WALL ***Company's First Vertical Surfacing Collection Adapts into Commercial Interiors*** ***with Exotic Colors and Patterns***

CHICAGO, June 11, 2007 – Vinyl flooring gets its stripes – extending from the floor, up walls, and across ceilings – with the introduction of the **Lonzebra Collection** by Lonseal. Marking a milestone in commercial building design, Lonzebra is the company's first running line product in its expanding vertical surfacing portfolio. The innovative sheet vinyl solution can be easily adapted into a variety of environments, while protecting itself from the threat of dirt and abrasions with its embossed-wood grain texture.

"It's been over 34 years since Lonseal began developing its flooring products for vertical application," said Takashi Abe, executive vice president and chief operations officer for Lonseal, Inc. "The introduction of Lonzebra is evidence that vertical surfacing is more than just a trend; it's a technique that is changing how specifiers think about, plan and design commercial space."

Vertical or horizontal, Lonzebra is designed for any plane of a space. As a vertical surfacing product, Lonzebra can be applied on the floor, wall or even the ceiling for endless design possibilities. And, at 68 mil. thick, its vertical sheets are more pliable than traditional vinyl, giving it greater ease to conform to vertical and overhead surfaces. This added flexibility also allows it to accentuate and complement wall and ceiling curvatures.

It's A Jungle Out There

Much more than just a fashion statement, a Zebra's black and white stripes camouflage it from predators roaming the African savannahs. Translating this defense mechanism to vinyl, Lonzebra pairs the warm aesthetic of wood with the design impact of resilient surfaces. Its striated linear pattern is not only visually appealing, but also serves to mask dirt and other blemishes often found lurking in a space.

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“The design benefits of Lonzebra are two-fold,” adds Abe. “It combines the beautiful patterns and proven performance that specifiers rely on Lonseal for, while taking it one step further — maximizing the flexibility of the products so that they can be applied and protected everywhere.”

Specifiers can choose from ten exotic colors to create a welcoming aesthetic in any setting, including retail, commercial or institutional. For ultimate adaptability, Lonzebra easily coordinates with Lonseal's Loneco, Lonwood Natural and Lonwood Dakota products.

Preserving Nature

Just as many of the world's exotic creatures are endangered, so are raw materials such as wood. The real beauty of Lonzebra's authentic wood-like aesthetic is that it doesn't take away from the very thing that provided its inspiration: nature. Durable and sustainable, Lonseal's heterogeneous sheet vinyl is composed of over 35 percent post-industrial recycled content. A protective first layer is easy to clean and provides maximum resistance in environments where there are increased vertical abrasions, while a middle layer provides dimensional stability and sound-absorbing properties. Its bottom layer, which is molded to the backing cloth, provides stabilization. Helping designers achieve more environmentally friendly space, Lonseal's flooring surface materials emit low VOCs and can contribute to LEED® points (4.1 and 4.2).

Lonseal's Vertical Surfaces are rated Class B, in accordance with the National Fire Protection Association's (NFPA) 101 Life Safety Code. The code cites minimum requirements in building design, construction, operation, and maintenance that will protect occupants from fire- and smoke-related dangers. Vertical Surfacing has a flame spread index of less than 75 and a smoke density index of less than 450, both standards in accordance with the NFPA's Standard Method of Test of Surface Burning Characteristics of Building Materials (also known as ASTM E-84).

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Recognizing the importance of this emerging trend, Lonseal continues to add to its extensive portfolio, adapting more of its standard products for vertical application. In addition to Lonzebra, eight Lonseal products – Lonpoint in Red and Black; Lonpearl in Caspian Mist and Marlin Silver; Lonbead in Pearl; and Lonwood Natural in Maple Syrup, Nutshell, and Quail Egg – are readily available for vertical application. Lonseal is also currently developing its first vertical surfacing running line pattern, which will be unveiled in early summer 2007. For more details on Lonzebra or to check product availability and lead times for other vertical surfacing products, call 1-800-832-7111 or 310-830-7111.

Lonseal Inc. is a designer and manufacturer of resilient flooring and vertical surfacing products, many featuring innovative embossing patterns. Since 1972, Lonseal has been developing enduringly popular designs. Through Lonseal's GreenVinyl™ initiative, the majority of Lonseal products have been reformulated to contain 20 percent post-industrial content and, through the company's GreenAir™ technology, products emit low VOCs. Lonseal provides resilient flooring and vertical surfacing to healthcare, educational, recreational, fitness, corporate, retail and hospitality markets throughout the U.S., and it is distributed through architects, designers and contractors nationwide. For more information, visit www.lonseal.com or call 310-830-7111.

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