

Date: September 15, 2006
For Release: November 7, 2006
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Lonseal Steers Transportation Flooring In New Directions *Lontrans Collection Debuts Lonseal's High-Quality Products in Europe*

The beauty, functionality, and innovative spirit of Lonseal's resilient flooring products are now available to the European transit market. Lontrans is Lonseal's expansive offering of land transportation flooring products ideal for a wide range of land-based transit venues, including buses, trains, trams, and public transport systems worldwide.

"We see this venture as an exciting opportunity for mutual exchange," says Takashi Abe, Lonseal Inc.'s executive vice president and chief operations officer. "Lonseal will share its high-design flooring products while learning about the tastes and preferences of the European market."

Celebrated in North America for a legacy in inventive embossed flooring, Lonseal brings its distinguished heritage to the European transportation industry. Pioneering embossed product lines, such as Lonplate (simulated diamond plate), Loncoin (coin-shaped embossing), and Lonwave (wave-pattern texture) offer, not only aesthetic value, but practical significance as well. Lonseal's creative embossing provides additional slip resistance, durability, and scuff resistance. These characteristics bolster Lonseal's established reputation as provider of quality vinyl flooring solutions for high-traffic areas that also offer softness underfoot, potential injury prevention, sound absorption qualities, and minimal maintenance.

Lonseal also leads the way in product offerings available in charismatic colors that range from the subtle to the bold, including metallics, woods, primaries, and neutrals. Complete color customization services are available, where Lonseal will create colors as designated by the specifier.

Customization opportunities for transportation applications also extend to the weight and width of Lonseal products. Loncoin II Featherweight is the first product to emerge utilizing Lonseal's breakthrough weight reduction technology, resulting in a product more than 30 percent lighter than the original Loncoin II. This leads to significant cost benefits for transit vehicles and systems, as less weight is directly related to reduced fuel and wear costs. While Lonseal continues to develop additional lightweight flooring options, the featherweight technology is a customization opportunity applicable to all products.

Pending specification, rolls of Lonseal flooring can be made in sheets eight feet wide, which is two feet wider than the standard six feet. The additional coverage is ideal for wider-bodied vehicles and railcars and reduces the number of flooring seams.

As an environmentally responsible manufacturer, Lonseal's GreenVinyl™ initiative is the company's comprehensive environmental positioning program, encompassing the development of eco-friendly products and sustainable product attributes. Under this initiative, all Lonseal products are now composed of at least 10 percent recycled content, with a majority composed of at least 20 percent post-industrial recycled content. Through Lonseal's patented GreenAir™ technology, products emit low amounts of volatile organic compounds. This contributes to a healthier interior environment for vehicle occupants. Lonseal also offers education opportunities on the green side of vinyl through the company's online continuing education course at lonseal.com.

Lonseal designs and manufactures resilient flooring and vertical surfacing products known for their innovative embossing patterns, broad color array, and superlative maintenance properties. Since 1972, Lonseal has been developing enduringly popular designs including Lonplate, Loncoin, Londot, Lonbead, Lonfloor Vista, Lonnova UV, Londeck, Loneco, and Lonwood Natural. For more than 20 years, Lonseal has been providing major global aircraft manufacturers with quality flooring solutions. 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 automotive, aviation, marine, healthcare, educational, recreational, fitness, corporate, retail, and hospitality markets throughout the world.

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