



## **PRESS RELEASE**

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### **FOR IMMEDIATE RELEASE**

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“LONSEAL’S GREEN S’TREAK GROWS TO INCLUDE NEW LONECO MESA”

With the stunning success of Lonseal’s new LonEco environmentally-friendly smooth vinyl flooring, Lonseal’s design team has expanded the horizon of Green products with the launch of LonEco Mesa – one of the first (and finest) embossed-surface eco-friendly floors on the market.

Long interested in reclaiming embossed floors from the glossy, industrial aesthetics of the 1980s, Lonseal’s designers seized the opportunity to move away from the hard, techno scheme of most dimensional-surface options by combining the sloped-edge butte embossing of Lonseal’s Lonmesa with the skin-soft wood-speckle beauty of our LonEco series. The result is a softer, warmer, and more organic mesa-embossed, wood-flecked interior surface that’s a superb next-generation member of the expanding LonEco tradition.

Comprised from an average of fifty (50%) percent recycled vinyl and wood powder, the LonEco Mesa line features more natural and earthen tones, with hue-options representing the next wave of color design, while embodying all of the Green virtue of its famous forebear – including emitting TEN TIMES LESS volatile organic compounds (VOC) than linoleum and 50% less than rubber surfaces – without sacrificing any of Lonseal’s traditional durability and utility. LonEco Mesa’s young, clean, matte finish helps create a more comfortable, friendly environment, while its slip-fighting composition and embossing works to make interiors safer as well. Plus, LonEco Mesa’s superior longevity and lower lifecycle cost help to vastly reduce its impact on the environment – outperforming natural-materials surfaces (like linoleum) in U.S. Commerce Department measures for impact on the waste stream, energy consumption, indoor air quality (IAQ), acidification, and global warming – thereby stylishly facilitating the efforts of architects and designers striving to bring their specifications under the LEED Green Building Rating System.

Perfect for bringing any space closer to Nature, LonEco Mesa is ideal for applications in office, health-care, retail & display, salon, and other high-visibility or high-traffic commercial interiors.