

Lonseal *Press Release: “The New LonEco – Greener than Ever”*

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FOR IMMEDIATE RELEASE

Carson, California; 12 July 2002. “THE NEW LONECO – GREENER THAN EVER.”

As part of our ongoing commitment to the environment, Lonseal is proud to announce that our premier eco-friendly floor, LonEco, is now Greener than ever!

Through the unique technological innovation of our product development team, LonEco – our remarkable, skin-soft, vinyl-composite heterogeneous sheet – is now crafted with an average of forty percent post-industrial recycled vinyl and an average of ten percent recycled wood powder: increasing LonEco’s composition to a new average of fifty percent (50%) recycled materials. *The new LonEco emits **ten times less** volatile organic compounds and aldehydes than linoleum* and half as much undesirable emissions as rubber flooring – outperforming other so-called eco-friendly floors, such as linoleum, in U.S. government tests for indoor air quality as well as manufacturing resource and fuel conservation. Plus, LonEco’s outstanding durability vastly reduces its impact on the waste stream – resulting in a dramatically lower lifecycle cost than other floors.

Available in a wide range of bold primary colors and subtly-speckled earth tones, with the new LonEco, vinyl flooring is Greener than ever.

