

# LONSEAL

928 E. 238<sup>th</sup> Street, Carson, CA 90745  
800-832-7111 | 310-830-7111  
www.lonseal.com

**Contact:** Scott Slaven, sslaven@lonseal.com  
**Contact:** Customer Service, 800-832-7111

## **FOR IMMEDIATE RELEASE**

### Lonseal Presents Topseal – A Time and Money Saving Pre-Applied Urethane Finish

**(April 28, 2010)** What's better than going green? Going green *and* saving time and money.

Lonseal, the leader in resilient vinyl flooring for over 30 years, is proud to announce Topseal, a new product that saves time on maintenance, money on life-cycle costs and lessens impact on the environment. A factory-applied urethane finish that protects the floor, reduces scuffing and simplifies routine maintenance, Topseal is available in 15 diverse colors with infinite installation possibilities.

Topseal is applied in a 30-micron wear layer – three times thicker than most PUR finishes. The finish extends the life of the floor by shielding it from wear due to staining, soiling and scuffing. Furthermore, it is an eco-friendly formulation that incorporates Lonseal's patented GreenAir™ technology for low VOCs as well as GreenMedic™ for increased microbial resistance.

Products with Topseal are stocked in 15 colors from three of Lonseal's most popular lines: Loneco® which contains over 50% recycled content and features a pleasing array of warm earth tones; Lonwood Dakota, a wood-grain line with remarkably realistic patterning; and Lonwood Natural, another wood line that features a softer grain pattern and a more design-oriented color palette. Additionally, Topseal can be applied to any of Lonseal's smooth products with a minimum square yard requirement.

The three product lines initially chosen for the Topseal launch have a variety of commercial space applications including retail, corporate, education and healthcare. Loneco® has been utilized in such diverse spaces as Earthlink's corporate offices in California, Evergreen Hospital in Washington, and in New Balance retail stores. Lonwood Dakota coordinates beautifully with

Loneco® and has been featured at Northwestern University Imaging Center in Illinois and St. Louis Children's Hospital in Missouri. Lonwood Natural has warmed up countless offices, hospitality venues and patient areas including Balboa Naval Hospital in California, Citi Field Stadium in New York and Malama Ki Ola Health Center in Hawaii.

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, 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.

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