

LONSEAL

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BLURRING BOUNDARIES: *Lonseal Takes Design to a New Dimension with Vertical Surfacing Innovations*

CARSON, CALIF., May 19, 2007 – No longer limited by the rough edges, lengthy lines or coarse curves of a physical space, designers can let their creativity run free with Lonseal's new vertical surfacing innovations. Bringing new meaning to contract interior design, these sheet vinyl solutions will be showcased at the International Contemporary Furniture Fair (ICFF), May 19-20 in New York City.

Providing endless design possibilities, Lonseal's vertical surfacing products allow creative embossed patterns and carefully selected colors to extend from the floor, up walls, and across ceilings. At 68 mil. thick, the 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.

"Too often designers' creative vision is stifled by the restrictions of a room or space," said Takashi Abe, executive vice president and chief operations officer for Lonseal, Inc. "With vertical surfacing, there is now a solution for every inch of the room, affording designers the freedom to realize an area's true potential."

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. Recognizing the importance of this emerging trend, Lonseal continues to add to its extensive portfolio, adapting more of its standard products for vertical application. Additionally, the company is currently developing its first vertical surfacing running line pattern, which it will unveil in early summer 2007.

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The Three Layers of Protection

Durable and sustainable, Lonseal's heterogeneous sheet vinyl is composed of more than 35 percent pre-consumer recycled content. A protective 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.

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).

For additional details about Lonseal's vertical surfacing solutions or to check product availability and lead times, call 1-800-832-7111 or 310-830-7111.

Celebrating 35 years of leaving an impression on commercial industries worldwide, Lonseal Inc. is a designer and manufacturer of resilient flooring and vertical surfacing products, many featuring innovative embossing patterns. Through Lonseal's GreenVinyI™ initiative, the majority of the company's products have been reformulated to contain more than 35 percent pre-consumer content and, through its GreenAir™ technology, products emit low VOCs. Ensuring adherence to the industry's highest environmental standards, the company's surfacing materials are GREENGUARD certified and can contribute toward LEED® points (4.1 and 4.2). Additionally, Lonseal products are approved by the GreenMedic™ JIS Z 2801 standard test and, as part of the GREENGUARD Microbial Resistance Listing Program, are proven to resist the growth of mold. Servicing a range of commercial applications including healthcare, educational, recreational, fitness, corporate, retail and hospitality, Lonseal's products in the United States are distributed through architects, designers and contractors nationwide. For more information, visit www.lonseal.com or call 310-830-7111.

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