



NEWS RELEASE

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For Immediate Release:

Versatile Building Products Lowers Price of 4000 Product Line and Increases Production for 2006

CARSON, CA --- While many coating manufacturers are looking at the price increases of petroleum based products as an excuse to raise prices, Versatile Building Products (VBP) is bucking inflationary trends and lowering the price of its popular waterborne Colorseal and Clearseal 4000 Epoxy coatings. Contractors and architects who have been concerned by news of the massive increases in building products, due to natural disasters like Hurricane Katrina and the inflation of oil products, will be still be able to competitively quote on jobs knowing VBP has been able to hold the price line on Colorseal and Clearseal 4000 Epoxy.

"We've been very aggressive negotiating with our suppliers and we can now sell 5 gallon units of Colorseal and Clearseal 4000 to the contractor for \$49.49 per gal, which is 15% lower than our price in 2005," said Mike Meursing, President of Versatile Building Products.

The 4000 waterborne coating series has been successfully used over millions of sq ft of flooring installations throughout the United States. The coatings were developed to “breathe” which prevents “blow off” or peeling of the coating from Moisture Vapor Emissions within the concrete. They have a medium to high gloss and allow for medium to high foot traffic. Popular uses include garage floors, commercial/industrial spaces and other concrete surfaces.

As the garage becomes more a part of household with it multipurpose uses as workshop, laundry room and kid's play room; more people want their garages to look nice and be functional. 4000 coatings along with VBP color flakes in an assortment of exciting colors and combinations can be applied as part of the Liquid Granite System to achieve a faux granite or terrazzo look that designers and enthusiasts love. The VBP color chips lay flatter when applied over the 4000 product when compared to conventional epoxies and therefore require less clear topcoat while producing a smoother surface.

“We designed the Liquid Granite System so that it has the look of granite without being porous. The surface won't stain and cleans easily,” said VBP chemist, Purnima Dalvi.

VBP Colorseal and Clearseal 4000 are available through national distributors and directly from Versatile Building Products. Free technical support and application literature are available at the VBP Web site. Product training classes are offered on a regular basis throughout the country.

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About Versatile Building Products: Versatile Building Products is a complete manufacturer in the decorative flooring industry. With products ranging from substrate repair, epoxies and mortars to stains and sealers, Versatile has the

capability of supplying flooring contractors with entire coating systems, not just individual products. For more information contact or visit the Web site <http://www.deckcoatings.com> or call 800-535-3325.

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Product Samples are available to qualified members of the media upon request. Photos of installations are also available upon request.