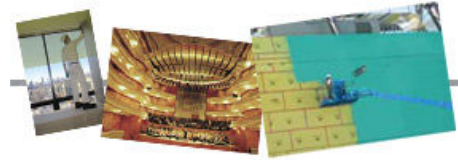




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### Sansin's Wood Primer Described as 'Concentrated, Penetrating' Formula



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Wednesday, April 20, 2011

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Sansin Corp. (Strathroy, Ontario) announced the expansion of its wood-finishes product line with Foundation™ described as a concentrated, penetrating, water-borne primer for interior and exterior wood surfaces such as timbers, logs and dimensional lumber.

Ideally applied in a factory setting, the primer is reported to stabilize the wood tissue and lignin and keep wood surfaces from weathering for up to six months during the construction phase. At the building site, the product safeguards wood's natural resistance to moisture and ensures the finish coats adhere and deeply penetrate for lasting beauty and protection, the company says.



The primer "provides deep-down protection for wood, but even on the lightest of woods, it applies invisibly so that the natural look and grain of the wood are retained," said Sjoerd Bos, Sansin vice president. He added that the primer reduces on-site "heavy labor and preparation" of the wood for final finishing.

The product is available in different formulas to match the most popular wood species, including fir, pine, spruce, and cedar.

The primer, a low-VOC formulation, is reported to stabilize lignin against ultraviolet radiation; help retain dimensional stability of the wood; reduce checks and erratic movement; prevent discoloration, including effects on joinery; improve topcoat performance; deliver superior UV protection for wood tissue; repel water; and allow substrate breathability.

The product can be used to treat wood with moisture content of up to 25%, the company says.



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Sansin is a developer of water-borne interior and exterior wood products. The company says its Enviro Stains employ water, not oil, to deeply penetrate and protect wood naturally.

More information: [www.sansin.com](http://www.sansin.com).

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