

### **Sansin Kicks off inaugural eco-it “green” Company challenge**

(STRATHROY, ON) – The Sansin Corporation is kicking off it’s first ever Eco-It “Green” Company Challenge, a contest that encourages all Sansin colleagues to “green” their daily activities at the office. Starting July 28, 2008, Sansin personnel will be challenged to alter their day-to-day lifestyle – from riding their bikes to work and remembering to take their morning coffee in re-usable mugs. “This company challenge is going to demonstrate how little changes to our daily lifestyle really can make a big difference to the environment.” says Sjoerd Bos, Vice President at Sansin, “We hope these green activities become habit in our colleagues’ lives and result in a healthier body and environment, for them and their families.”

At the end of the 30 day contest, winners will be announced and eco-friendly prizes will be awarded to the “greenest of the team”. Local sponsors of this challenge include Doug And Marion's Bike Sales & Repairs and Zimmermann’s Nursery, who are co-sponsoring the first and second place awards.

#### **ABOUT THE SANSIN CORPORATION**

For 20 years The Sansin Corporation has pioneered the use of environmentally friendly water-borne wood protection technology that delivers outstanding performance. With

the objective to help wood protect itself, Sansin is constantly developing innovative materials and processes which reduce the impact of our coatings on the environment. Again and again, Sansin's history has demonstrated that going green actually enhances performance.

#### **ABOUT SANSIN'S ECO-IT PROGRAM**

Launched in early 2008, Sansin's Eco-It Program aims to further reduce The Sansin Corporation's ecological footprint. Through initiatives at all levels of the organization, including manufacturing, administration and even in the staff lunchroom – the Eco-It Program has established new policies and procedures to ensure a minimal waste environment.