



FOR IMMEDIATE RELEASE:

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**Color Company Unveils Sansin Stain Station™, One-of-a-Kind
Dedicated Wood Care Center in Ontario**

*--Public invited to attend launch at Color Company on August 18 from 4-7pm at 611
Wonderland Rd. N. London, Ontario -*

Strathroy, Ontario, Canada – August 16, 2011 – [The Sansin Corporation](#) today announced that the Color Company, Ontario’s premiere destination for home fashion, colour and style, and Sansin’s newest distributor, has transformed 300 square feet of retail space into a dedicated Sansin wood care center, called the Sansin Stain Station™ .

The Sansin Stain Station™ displays a fully built wood deck with railings, walls and wood furniture treated with Sansin Enviro Stains, allowing the customer to see the finishes and colors on actual cedar and pressure-treated wood. For 25 years, Sansin has been the only wood protection company focused exclusively on researching, developing, and introducing environmentally friendly, ‘water-borne’ interior and exterior wood products and technologies.

“Normally, customers have to make decisions based on small wood samples, but now they can see stain on larger horizontal and vertical surfaces,” said Jeff Baggaley, Owner of the Color Company. “By dedicating so much retail space to an actual deck in our store, we are able to offer a unique, full service wood stain center featuring the best, eco-friendly stain on the market.”

Color Company employees will undergo extensive training on the properties of wood and successful wood staining preparation and application techniques, complementing information available in the Sansin Stain Station™ .

“The Color Company has invested in the education and retail space needed to be the ‘go-to’ retail store if you want to stain your home successfully and have long-lasting, beautiful results,” said Sjoerd Bos, Vice President of Sansin.

The Color Company will carry Sansin’s interior and exterior line of Enviro Stains, cleaners and sealants (DEC™, Classic™, ENS™, SDF™ and Purity®) and will be able to custom tint Sansin wood stains at its location at 611 Wonderland Rd. N. London, Ontario.



SANSIN®

For more information on Sansin's line of Enviro Stains, call 1-877-SANSIN-1 or visit www.sansin.com

About Sansin

For 25 years, Sansin has been the only wood protection company focused exclusively on researching, developing, and introducing environmentally-friendly, 'water-borne' interior and exterior wood products and technologies that deliver outstanding color, durability and performance without the toxicity found in conventional stains. Sansin Enviro Stains use water, not oil, to deeply penetrate and protect wood naturally, from within.

Headquartered in Ontario, Canada, Sansin has dealer locations across Canada and in the U.S. To learn more about The Sansin Corporation, its line of Enviro Stains or how to become a Sansin preferred dealer, visit www.sansin.com.

About The Color Company

London Ontario's premiere destination for home fashion, colour and style, The Color Company's expertly trained Design Consultants help you find exactly the right colour, style and products to make your project painless and perfect- guaranteed. With three Color Company stores and two Color and Design Centre [locations](#), we're close and convenient, no matter where you call home.

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