



FOR IMMEDIATE RELEASE:

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Sansin and Ontario Retailers Donate 1,000 Native Trees to Help Re-Green Ontario *-Orillia-based Housser's Paint and Wallpaper to plant 186 trees, making it the top-selling retailer-*

Strathroy, Ontario, Canada (July 14, 2011) – [Sansin Corporation](#) today announced that 988 native trees will be planted in Ontario as a result of [its seedling promotion](#), which ran from Earth Day (April 22) through May 31, 2011. During this period, Sansin partnered with 12 Ontario-based retailers to pledge the planting of one native seedling for every gallon of Sansin Enviro Stain sold. The trees will be planted by the not-for-profit organization Trees Ontario, which is dedicated to the re-greening of Ontario through tree planting efforts.

“We want to thank our customers and retail partners for their tremendous support of this program,” said Sjoerd Bos, Vice President of Sansin. “It is clear they share our concern for the health of our forest ecosystem. Wood is our only truly renewable resource, and this program is just one way Sansin is committed to helping restore it.”

Housser's Paint and Wallpaper, a Sansin distributor located in Orillia, sold the most stain during the promotion period. Housser's and its customers will be donating 186 trees to be planted in Ontario.

“Sansin's seedling promotion was a natural fit for our store and for our customers, who count on us to offer them environmentally-friendly stain products that work really well,” said James Housser, owner of Housser's Paint and Wallpaper. “Our staff is really excited about Sansin Enviro Stains, and they do a great job of explaining its benefits to our customers. This promotion is just one more way for us to promote the eco-friendly theme that is so important to us.”

Trees Ontario will plant Sansin's donated seedlings in Ontario next spring in locations across the province. “Trees Ontario works with local planting partners to deliver its programs supported by its sponsors and donors,” said Robert H Keen, CEO of Trees Ontario. “We focus on putting the right tree in the right place, and support the planting of native stock suited for the planting site conditions.”

According to the organization, the province is facing an urgent tree shortage due to urban sprawl and a significant decline in the number of trees planted per year since the 1990s.

[Visit Sansin's website](#) to learn more about Sansin's eco-friendly, high-performing, low-VOC wood finishes that use water-borne technologies to enhance the durability and beauty of wood.

About [Sansin](#)

For 25 years, Sansin has been the only wood protection company focused exclusively on researching, developing, and introducing eco-friendly, ‘water-borne’ interior and exterior wood products and technologies. Sansin's products deliver outstanding color, durability and performance, without the

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toxicity found in conventional stains. Sansin Enviro Stains use water, not petroleum solvents, to deeply penetrate and protect wood naturally, from within. Sansin has dealer networks in both Canada and the U.S. To learn more about Sansin Corporation, its line of Enviro Stains or how to become a Sansin preferred dealer, visit www.Sansin.com.

About [Housser's Paint and Wallpaper](#)

Housser's Paint and Wallpaper opened on May 1, 1984, in a small shop in downtown Orillia. In December 1988 the store moved to its current location at 87 Colborne St. West. Since moving to the new location, the store has added a two story addition and in recent years added an offsite warehouse. With a staff of five full-time and three part-time employees, Housser's Paint and Wallpaper has become a full service, well-sought-out store for thousands of regular customers. The company has a strong commercial account presence, servicing many painters, general contractors and cabinet shops. It is also a well-respected supplier for many designers and specifiers in Orillia and the surrounding area. The company's success is built on customer service, quality products, and innovation. Its goal is "to make your next visit to our store the best part of your day." Learn more at www.housserspaint.com or call 705-326-8066.

About [Trees Ontario](#)

[Trees Ontario](#) is a nonprofit organization dedicated to the re-greening of Ontario through tree planting efforts on rural lands and in urban areas. Trees Ontario promotes scientifically-based tree planting and forestry practices. It provides financial and practical assistance to Ontario landowners who plant trees on their property, and it draw on the expertise of its partners to ensure that the tree planting initiatives it support benefit the health of the entire forest ecosystem, matching the appropriate species to the local planting site conditions. Trees Ontario's goal is to support the planting of 10 million trees a year by 2015.

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