



SANSIN®

**FOR IMMEDIATE RELEASE:**

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**Sansin Wins Best of Show, Whole Package Merchandising Award for its  
Wood Care Center™ and Sansin Stain Station™**

*-- Sjoerd Bos, VP of Sansin, accepted award at National Hardware Show on May 1--*

*--Sansin honored for innovation in merchandising design--*

Strathroy, Ontario, Canada– May 9, 2012 – [The Sansin Corporation](#) today announced that it received the North American Retail Hardware Association’s (NRHA) Best of Show top honor, the Whole Package Award. The Whole Package award, given at this year’s National Hardware Show in Las Vegas, honors Sansin’s innovation in merchandising design for its Sansin Wood Care Center™ and Sansin Stain Station™.

Sansin’s merchandising entry was reviewed by a panel of judges who were looking for attention-grabbing merchandising displays that used attractive design, demonstrated new ideas and techniques, and presented information in an efficient, economical and effective way. Judges who reviewed Sansin’s entry described the Wood Care Center™ as: “*A good, clean, upscale presentation!*” and also said, “*This complete display certainly will attract attention.*”

Sansin’s Wood Care Center™ and Stain Station™ allow dealers and retailers to show customers what wood finishes and colors look like in real-life by showcasing wood protection on a variety of large scale wood species and horizontal and vertical surfaces. Through signage, product literature, data sheets and on-site consultation—located within the very same display—customers are able to make informed choices for their wood design, building and remodeling projects.

The Wood Care Center™ draws customers in quickly and effectively with a dedicated space for The Stain Station™, displaying multiple wood surfaces finished in various Sansin Enviro Stain tones and colors. Once the customer walks into The Wood Care Center™, they are immersed in wood care and can envision how their project will look once completed.

“We are honored to receive this award from the NRHA. We recognized a need to display wood care products in a way that better captures the diversity in wood species, sizes and surfaces,” said Sjoerd Bos, Vice President of Sansin. “We are finding that dealers can better prepare, explain and sell wood care with our Wood Care Center and Stain Station.”

**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



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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](http://www.sansin.com).