



**FOR IMMEDIATE RELEASE:**

**CONTACT:**

Caroline March-Long  
on behalf of Sansin  
434-295-5938 (phone)  
pressroom@sansin.com

**TreeHouse, a New Approach to Home Improvement Retailing, Selects  
Sansin Wood Stains for Launch of First Store**

*--Sansin interior and exterior wood stains pass TreeHouse stringent screening process  
for health, performance, corporate responsibility and sustainability--*

Strathroy, Ontario, Canada and Austin, TX – October 31, 2011 – [The Sansin Corporation](#) today announced that Austin-based home improvement retailer, TreeHouse, will offer Sansin’s line of Enviro Stains at its first retail location in Austin, Texas.

TreeHouse represents a new and smarter approach to home improvement retailing. Every product sold at TreeHouse undergoes a stringent screening process. Products are scored in the categories of *health, performance, corporate responsibility* and *sustainability*.

“We are excited to be in on the ground floor of such an innovative home improvement concept,” said Sjoerd Bos, Vice President of Sansin. “TreeHouse is a perfect fit for our line of products since they combine a true commitment to healthier, sustainable living and the promise to deliver impeccable customer service and consumer education. Sansin has always maintained that safer and greener wood care does not mean you have to compromise on beauty or performance.”

“Working with wood coatings should not adversely affect one’s health,” said Kevin Graham, VP Marketing and Co-Founder of TreeHouse. “Sansin’s line of low VOC wood stains allows customers to beautify their wood in a way that is safer and healthier because it doesn’t expose them to toxins found in traditional coatings.”

TreeHouse will carry Sansin’s interior and exterior line of Enviro Stains, cleaners and sealants (DEC™, Classic™, ENS™, SDF™ and Purity®) at its location at the Westgate Shopping Center at 4477 S. Lamar Blvd, Austin, Texas. The 25,000 sq. ft. building was completely remodeled and is LEED certified.

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. Select Sansin finishes comply with the recently updated and [stringent California Proposition 65 regulations](#), conform to requirements to attain LEED credits for indoor environmental quality, and also meet



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strict CARB VOC regulations, considered the nation's strictest air quality regulations issued by the Southern California Air Quality Management District for architectural coatings ([SCAQMD 1113](#)).

For more information on Sansin's line of Enviro Stains, call 1-877-SANSIN-1 or visit [www.sansin.com](http://www.sansin.com)

### **About TreeHouse**

TreeHouse is an innovative retailer that represents a new and smarter approach to home improvement shopping. TreeHouse uses a stringent screening process to select products that will help their customers live healthier, more efficiently and more sustainably. The inaugural TreeHouse location is in the Westgate Shopping Center at 4477 S. Lamar Blvd. The 25,000 sq. ft. building was completely remodeled and is LEED certified.

Learn more at [www.treehouseonline.com](http://www.treehouseonline.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](http://www.sansin.com).

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