

Media contacts: Debbi Mayster, <u>debbi@dmmcomm.com</u>, 240-988-6243 Diane Johnson, <u>diane@dtjorg.com</u>, 703-203-7746

Sansin announces New Version of Dec Deep-Penetrating Formula for Decks and Fences

Improvements Include 30 Percent Greater Durability, Improved Beauty and Lower VOC's

Strathroy, Ontario, Canada – October 31, 2014—<u>The Sansin Corporation</u>, a global leader in environmentally-friendly wood protection, is launching a new version of its best-selling <u>Sansin</u> <u>Dec</u>, a deep-penetrating, environmentally-friendly two-coat formula designed for wood decks and fences. The new Dec provides better UV resistance, color retention, fuller finish and improved drying characteristics, as well as an approximate 30% improvement in durability. The new Dec was tested in the field for three years, providing ample support of the quality of the formula's evolution.

"Decks are the most challenging surface for coatings, and Sansin enjoys an excellent track record for premium wood care," said Sjoerd Bos, Vice President of The Sansin Corporation. "I'm confident that the new version of Dec is the best two-coat deck product available on the market."

Dec penetrates like a solvent based product however is easy to apply and cleans up with soap and water. The improved formula also provides improved coverage resulting in lower cost per square foot despite its higher cost per gallon.

While supplies of the current version of Dec are still offered, The new Dec, available December 1, can be transitioned into the current formula as the second coat or maintenance coat (the two formulas should not be intermixed).

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 <u>www.sansin.com</u>.