



FOR IMMEDIATE RELEASE:

Color Center in Ashland, Wisconsin Offers Sansin's Water-Borne, High Performance Wood Stains

Strathroy, Ontario and Ashland, Wisconsin – June 17, 2014 – [The Sansin Corporation](#) announced that the Color Center Inc., will carry its Enviro Stain water-borne wood finishes.

The store, located at 121 Main Street East will offer the full line of Sansin exterior stains for siding, decks and log homes, as well as Sansin's Purity® interior stains and the Microfine Eco-Tone™ color system.

On April 11 at 5 p.m., Color Center held a launch event to introduce employees and customers to Sansin's environmentally-friendly wood finish. A large crowd attended to watch Sansin's representative showcase the product as well as enjoy a Q & A session and some light snacks and refreshments.

Brad Lundmark, Owner of Color Center, says they are proud to be offering Sansin products. "Our customers are moving toward 'greener' alternatives, and Sansin finishes provide that, in addition to offering excellent performance and protection," says Lundmark. "Being located on the northern Wisconsin coast of Lake Superior, our harsh winters and hot summer makes for a challenging environment. Sansin offers an eco-conscious alternative to traditional stains with better longevity and beautiful selection of colors."

"Color Center understands that you don't have to sacrifice beauty and performance in a low-VOC, eco-friendly wood finish," said Sjoerd Bos, Vice President of Sansin. "Sansin's wood finishes deliver long-lasting durability, easier maintenance and outstanding performance without the toxicity found in conventional stains."

About Color Center Inc.

Color Center Inc., is a complete home decorating center, serving the area for over 90 years. Our focus is selling only the best products and services to our customers. In addition to Sansin Enviro Stains, we also offer paint, window coverings, flooring and flooring measurements and installation. We are a family run store and we are dedicated to providing the absolute best products and services. For more information, visit the Color Center's website at www.colorcenterinc.com or call (715) 682-4901.

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.