



FOR IMMEDIATE RELEASE:

Altura Paint Expands Eco-Friendly, Wood Finish Line with Sansin Enviro Stains

*-- Sansin's water-based wood finishes meet California's stringent air quality regulations
and Prop 65 --*

Strathroy, Ontario, Canada and Vista, Calif.– February 17, 2012 – [The Sansin Corporation](#) today announced that Altura Paint, an independent dealer based in San Diego County, will carry its full line of interior and exterior Enviro Stain wood finishes.

According to owner Bob Hutchinson, “We are preparing for the day when we will be pulling solvent-based products and lacquers off the shelves. Sansin’s water-based, high performing wood finishes are the wave of the future, combining performance with a commitment to eco-friendly formulations.”

Altura Paint dedicates a large portion of its business to wood knowledge and wood finishing, having just launched a separate Web site dedicated to wood at www.woodfinishersstore.com. Mr. Hutchinson has wanted to find a strong, committed company for some time that focuses on water-based, penetrating wood stains.

“We hear from our contractors that they need durable, high-performing stains, but could do without the strong, toxic smell that comes from today’s lacquers. Sansin’s Purity interior stains, for example, are practically odorless, yet deliver eye-catching, dye-like color without the high toxicity.”

Altura Paint will carry Sansin’s line of Enviro Stain exterior and interior wood finishes and sealants (DEC™, Classic™, ENST™, SDF™ and Purity™) at its location at 353 East Broadway, Vista, Ca. Altura Paint will be able to custom tint and match colors for an expansive range of colors.

“Altura Paint shows high dedication to wood and wood finishing, and we are pleased to be part of their family,” said Sjoerd Bos, Vice President of Sansin. “Altura Paint wanted to find a company that was wholly committed to water-based, or water-borne, stains and Sansin likes to find independent dealers committed to wood care. In this sense, we are a great match.”

About Altura Paint

Since 1984, Altura Paint Center has been in the business of providing product, service, and support to its customers. Altura Paint Center is an independent dealer, choosing the most technologically advanced coatings systems from a diverse group of manufacturers who have proven themselves capable of making the leap into the 21st century. As an



owner operated family business, Altura Paint never forgets quality service, quality products and everyday low prices to keep customers satisfied year after year. To find out more, visit www.alturapaint.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.

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