



FOR IMMEDIATE RELEASE:

CONTACT:

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

Sansin Introduces ‘Ready-To-Use’ Foundation™ Wood Primer

**Maintains strong UV protection, clarity even with
application of lighter, natural wood tones**

□□ *Visit Sansin at Greenbuild 2011, October 4-7th in Toronto at Booth #6941* □□

Strathroy, Ontario, Canada – September 14, 2011 – [The Sansin Corporation](#) today announced a ready-to-use formulation of Foundation™, a water-borne primer for both interior and exterior wood surfaces.

Architects and homeowners often decide against light or natural tones for an exterior wood finish since they traditionally do not provide as much protection against UV rays as darker finishes.

Sansin Foundation™, which applies invisibly, creates UV protection deep within the wood, allowing for the lightest of finishes to bring out the natural beauty and distinctiveness of wood while maintaining clarity.

“The industry has tried to strengthen UV absorbency in wood stains or add white pigment to lighten finishes, but that comes at the cost of the clarity and beauty of the final finish,” said Sjoerd Bos, Vice President at Sansin. “Sansin Foundation™ primer penetrates and protects the wood, regardless of how light you go with the top coat.”

Sansin Foundation™ is a low VOC base coat that applies easily and evenly, and protects the wood for up to one year, simply needing only a wash with soap and water before finishing. Sansin Foundation™ can be used on the most popular wood species including fir, pine, spruce and cedar.

Sansin’s environmentally friendly Foundation™ primer will:

- Ensure dimensional stability
- Reduce checks and erratic movement
- Prevent discoloration, including joinery
- Improve top coat performance
- Deliver superior UV protection for wood tissue
- Repel water
- Enhance the natural moisture resistance of wood surfaces by supporting breathability



- Treat wood with a moisture content up to 25 percent
- Clean simply with soap and water before finishing

For more information on Sansin Foundation™, call 1-877-SANSIN-1 or visit www.sansin.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 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.

###

CONTACT:

Caroline March-Long
on behalf of Sansin
434-295-5938 (phone)