



DRAMATIC SURFACE PRODUCTS™ LAUNCHES NATIONWIDE

New Brand Offers Full Range of Surface Preparation and Self-Leveling Solutions for Superior Efficiency, Performance and Innovation

AURORA, Ill. (January 27, 2009) - Officials with Specialty Construction Brands Inc. have announced the launch of Dramatic Surface Products (DSP™), a new brand of flooring surface preparation products for commercial applications. The brand is entering the market with a complete range of high performing products in five key categories. DSP products, each formulated based on market research and interviews with contractors, are notably simple and versatile to use. Additionally many DSP formulas are environmentally sound and contribute to LEED® certification points for green building efforts.

"We listened to installers in the marketplace...to ensure Dramatic Surface Products meets the needs of the professional flooring contractor," explains Tracy Muller, Brand Manager for DSP. "We developed every product for contractors out in the field who made it clear they needed faster, more reliable surface preparation solutions in order to install floors efficiently."

DSP products offer exceptional performance characteristics, including easy application, extremely low shrinkage and crack resistant, faster cure times and flawless leveling. All DSP products are backed by generous warranties to assure contractors of success in use. The complete product line addresses all aspects of floor preparation, such as the varied self-leveling requirements across substrates, locations and installation situations.

"DSP is currently the only brand in the market focused solely on floor preparation. That's why we're able to offer specialized solutions for those very targeted needs," Muller summarizes. "With DSP, contractors will enjoy more efficient, high performance floor preparation from start to finish. Our new products provide results that live up to our name."

Dramatic Surfaces Products fall into five key areas of floor preparation. Product details and data sheets are available online at DramaticSurfaceProducts.com.

- **Primer and Additive**
DSP 500 Primer and DSP 501 Acrylic Latex Additive
- **Moisture Mitigator**
DSP 508 Moisture Mitigator
- **Skim Coat and Patching**
DSP 502 Skim Coat, DSP 504 Patch and DSP 506 Fast-Set Deep Patch
- **Self-Leveling Underlayments**
DSP 510 Standard, DSP 520 Premium, DSP 530 Ultra Wear Surface and DSP 540 Extreme Fiber-Reinforced
- **Wear Surface**
DSP 530 Ultra Wear Surface (Gray or White)

Many DSP products are formulated to be environmentally sound and contribute to LEED certification points. For example, DSP self-leveling underlayments are made with a minimum of 10% recycled materials and are casein free. DSP 500 Primer is water-based, solvent-free, with low VOC.

Dramatic Surfaces Products is formally debuting in the national marketplace at the World of Concrete Show in Las Vegas, February 3 - 6, with the goal of introducing the line to the trade and establishing distribution partnerships to make this new brand and its products available nationwide. DSP representatives will be on hand at Booth # S14013 at the show.

"We are actively seeking business partners who are ready to join us in making a dramatic difference in the efficiency, performance and innovation of flooring surface preparation for contractors," Muller says.

Dramatic Surfaces Products is manufactured in Aurora, Ill. by Specialty Construction Brands, Inc., an H.B. Fuller company. For more information, visit www.DramaticSurfaceProducts.com.