

PRESS RELEASE

FOR IMMEDIATE RELEASE

WHAT: Artistic Finishes Launches Water Proof Core Product: Enduracor™

WHERE: The International Surface Event (TISE) 2017 in Las Vegas

Minneapolis, Minn. (January, 16th 2017) – ARTISTIC FINISHES, INC. is proud to present our exclusive new line of water proof core accessories. Enduracor is durable, water resistant and a versatile solution for your flooring projects. This product line features our exclusive **4 layer design**, making it one of the most technologically advanced flooring accessories on the market.

1. WATER PROOF CORE – Artistic Finishes’ exclusive, water proof core flooring accessory technology. The Water Proof Core is created with only the highest quality materials combined using a thermoplastic, injection molding process to create a water proof flooring accessory solution.

2. ADHESIVE BACKER – Promotes water-resistance and flexibility while producing a high bond strength that acts as a sealant and ensures a reliable hold to withstand typical daily use.

3. DECORATIVE LAYER – This .4mm layer has the ability to complement virtually any flooring line and currently blends to thousands of manufacturers’ flooring lines including hardwood, tile, WPC, LVP and LVT.

4. TOP COAT FINISH – Using our nanotechnology and ultraviolet curing process, the highly water-resistant finish and exclusive top coat encapsulate the flooring accessory to prevent water damage and natural wear and tear. Its resilience against liquids creates a reliable barrier, shielding the entire product.

The industry’s first look will take place at The International Surface Event this week in Las Vegas at Artistic Finishes Booth #4765. Enduracor will be available for purchase starting at the beginning of February 2017. For more information, visit www.artisticfinishes.com/enduracor or contact your sales representative.

“Artistic Finishes is a wood company in the WPC business. We are excited to provide Enduracor, a multipurpose solution for our customers. A Water Proof Core product that is compatible with a variety of flooring compositions makes it a perfect solution for virtually any flooring project. The biggest difference is that our product is still stainable due to the thin wood veneer which allows it to blend to any floor on the market.” (Cassie Alverson, Sales & Marketing Director)

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ABOUT ARTISTIC FINISHES, INC. For over 30 years, customers have relied on Artistic Finishes’ blending and finishing artistry to complement their flooring. From the very beginning, we have relentlessly pursued constant improvement in our product and efficiency. Although the soul of Artistic Finishes remains that of a craftsman, we are embracing modern technology and innovation to best serve our customers by merging Moldings Online with Artistic Finishes in 2017. The fusion of Artistic Finishes and Moldings Online, now simply known as Artistic Finishes, creates a convenient one-stop-shop for our customers. With this merge, we continue to give our customers the Artistic Finishes experience - The Perfect Finish. Every Time.