



FOR IMMEDIATE RELEASE

DATE: Sept. 10, 2008

FOR MORE INFO: Elizabeth Hise, 314.571.6338 or ehise@hughes-stl.com

NEWS RELEASE

Swanstone Tub Deck Fits Bigger Baths

Decks add support, extra durability to baths

ST. LOUIS – Over the past 10 years, bathrooms have gradually grown in size, accommodating larger showers, whirlpools and spa-like accessories. To meet this growing trend, the Swan Corp. (www.swanstone.com) now offers Swanstone Bathtub Decks. Not only do these decks fit most whirlpool style tubs, but they fit any bathroom décor no matter what the design.

Easy to install for both professional contractors and DIYers, the new Swanstone Bathtub Decks don't require grout. The installer simply measures and trims the deck using standard power tools and carbide blades, installs the deck, then drops in the bathtub. Because the edges are pre-finished on all four sides, trimming and installing is easy. The decks are nearly half an inch thick – two times thicker than standard Swanstone wall panels, and because they're reinforced solid surface, their color and texture run all the way through and cannot wear away.

“As bathrooms continue to get larger, home owners are increasingly separating their showers from their bathtubs,” said Dave Fisk, vice president of sales and marketing. “Our new Bathtub Decks not only complete the Swanstone bath suite, but more importantly, they meet the homeowner's needs.”

Each Swanstone Bathtub Deck is 48" x 96" and comes in 29 colors. With a simple design and numerous color availabilities, these decks offer options for all bath styles and types. These Swanstone Bathtub Decks offer consumers a cohesive way to tie their bathrooms together, matching Swanstone shower floors, walls and vanity tops.

The Swanstone Bathtub Deck is just one in a series of products and innovations resulting from the Swan Corp.'s Focus 20/10 strategic initiative. Launched in March of 2008, Focus 20/10 brings new direction to the company and a concentration on its core products – vanity tops, shower and bathtub walls, and floors.

The Swan Corporation

The Swan Corporation (www.swanstone.com) is a leader in the development, manufacturing and marketing of high-performance solid surface materials and products for the bath and kitchen. The Swanstone brand is the recognized mark of enduring products that will withstand the rigorous demands of residential and commercial baths while maintaining a beautiful finish. Swan is headquartered in St. Louis, Mo., and its products are sold throughout the world.