



FOR IMMEDIATE RELEASE

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NEWS RELEASE

Swanstone Introduces New Decorative Inlay Kit

Decorative wall strips enhance and extend shower panels

ST. LOUIS – Adding form to function, The Swan Corp. (www.swanstone.com) now offers a Decorative Inlay Kit (DS-1260GO) for use with Swanstone Shower Walls. The kit, available in a geometric pattern, consists of accent strips that inlay into Swanstone wall panels, creating both an extension of the wall and an added aesthetic touch.

Like all Swanstone products, the new Decorative Inlay Kit is made of reinforced solid surface material – color and texture run all the way through and will not wear away. And the kit is easy to install – “T” strips secure the accent strips to the wall panels, creating a watertight seal. No grout is required, making the mold and mildew problems of tile a thing of the past.

“The beauty of this product is that it’s not only functional, it adds an attractive accent to the bath as well,” said Dave Fisk, vice president of sales and marketing, Swan. “As the number of options for the bath have increased, people want to differentiate their homes with added design. This product meets their style needs, plus, it extends the height of the shower.”

Each Decorative Inlay Kit includes three decorative strip panels, six T strips, an installation kit and instructions. Simple to install for both DIYers and professional contractors, the kits are available in 29 colors and fit nearly all Swanstone tub and shower wall kits (except SSWP-4872). They meet a variety of standards and ratings, including Class 1A fire rating.

The Swanstone Decorative Inlay Kit 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.