

news release

Contact: Gary Stephenson
Action Floor Systems, LLC
800-746-3512

Release Date: February 23, 2006
FOR IMMEDIATE RELEASE

Action Floor First to Offer Solvent-Free, Water-Based Synthetic Polyurethane Top Coat

(MERCER, WI) Action Floor Systems, a leading manufacturer of premium hardwood maple sports floors and synthetic multiuse surfaces, has introduced a water-based, solvent-free top coat in its synthetic polyurethane floor line.

"In response to increasing demand for "green" products, we now have the industry's only totally solvent-free synthetic surface, from bottom coat to top," says Action Floor synthetic division manager, Tom Mitchell. "Our Herculon® floors feature an environmentally friendly, water-based top coat requiring no masks or building evacuation during top coat application."

Available exclusively in America from Action Floors, Herculon is a high-performance, monolithic, nonporous floor featuring water-based polyurethane top coat and dual, 2-millimeter coats of seamless, self-leveling polyurethane over a sealed rubber base mat. The Herculon dual-durometer floor provides high uniformity of play and is extremely durable, with excellent tear and tensile strength, making it an excellent choice for a variety of applications, from athletic competition to street shoe-friendly and seated events. A DIN-certified version is available in Herculon PE. Herculon floors are available in 16 colors, including shades of beige, gray, green, blue and red.

Action headquarters is in Mercer, Wisconsin where the company's wood floor manufacturing plant is located.

For more information, visit www.actionfloors.com or contact Action Floor Systems LLC, 4781 Highway 51 N., Mercer, WI 54547-9708 USA, 800.746.3512, 715.476.3512, Fax: 715.476.3585, e-mail: info@actionfloors.com

###