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NEWS RELEASE

One Kit Transforms Bathtub to Shower

The Swan Corp. introduces a new way to redesign the bath

ST. LOUIS – With only a single kit from the Swan Corp. (www.swanstone.com), contractors and consumers alike can replace an old bathtub with a new shower, complete with floor, walls and bench seat. The new Swanstone Bathtub Replacement Shower Kit (BK-326072) offers customers a way to redesign baths without elaborate, time-consuming renovations. [Image: http://farm4.static.flickr.com/3060/2845823979_2ea574a0e3_o.jpg]

Customers can purchase the Swanstone Bathtub Replacement Kit at their best price as a single item, with freight pre-paid. The kit contains one shower floor, one bench seat, two soap dishes, a recessed shampoo shelf and a shower wall kit with installation materials. It replaces a standard 32" x 60" bathtub. Like all Swanstone products, each kit is compression molded, ensuring superior durability.

"This new kit significantly simplifies bathroom remodeling," said Dave Fisk, vice president of sales and marketing. "We wanted to develop a way to make life easier on our customers – ordering, shipping, receiving and installing now take less time and effort, and customers are that much closer to the completed project." More than ever, homeowners replace their bathtubs with showers, so this new Swanstone kit makes the renovation process that much easier.

Professional contractors or DIYers can easily install the shower kit, which is designed to glue up over existing walls and floors. The Bathtub Replacement Shower Kit is available in 29 colors and meets a variety of standards and ratings, including Class 1A fire rating.

The Bathtub Replacement Shower 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.