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FOR MORE INFO: Michelle Mason/Claire Goldfarb, 314.571.6300,
mmason@hughes-stl.com or Twitter [@michelleimason](https://twitter.com/michelleimason)

Swan Corp. Unveils Updated Full-Line Catalog

Latest product catalog includes fresh photography, green building section and new eco-friendly colors

ST. LOUIS – The Swan Corp. has unveiled its totally redesigned full-line product catalog, which is loaded with fresh photography and lifestyle shots, a section on green building and commercial applications, and the recently released Swanstone eco-friendly colors. (For a PDF of the full-line catalog, visit <http://budurl.com/fullline>.)

“Our vision for this catalog was to take it beyond a traditional brochure with specifications,” said Jonathan Fore, director of marketing. “We created something that beautifully displays our products in upscale, real-life settings so customers can get a true sense of the look of Swanstone and how the products can transform their home or facility.”

The catalog’s reorganization includes an emphasis on Swan’s core products – walls, floors and vanity tops – to coincide with the company’s Focus 20/10 initiative.

Established in 2008, the clear new vision for the company includes a strategic refocus on core products, the introduction of custom installation, and new products in core categories.

While residential applications continue to be a main focus, Swanstone’s durable, reinforced solid surface and endless fabrication and customization possibilities make it a perfect solution for commercial, retail, laboratory or hospital settings. Swanstone’s commercial applications of health care, military, education and public housing segments are featured along with photography of Swanstone products in those actual environments.

Swan has always been an environmentally friendly company, from the manufacturing process to the makeup of Swanstone, but the rolling out of four eco-friendly colors this fall has placed an extra emphasis on being “green.” The catalog’s green building section highlights what makes Swanstone a smart choice for the environment. A full page of Swan color swatches is included before a complete product index and section for notes.

The catalog also is integrated with Swan’s Web site, a strategic initiative that is being implemented across all of Swan’s recent printed literature. The brochure is designed to work in tandem with online features like Swan’s new Virtual Bath & Shower Planner (www.swanstone.com/visualizer).

The Swan Corp.

The Swan Corp. (www.swanstone.com) is a leader in the development, manufacturing and marketing of high-performance surfacing 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, and its products are sold throughout the world.