



FOR IMMEDIATE RELEASE

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NEWS RELEASE

Eight New Colors Provide a New Look for Swanstone

Four eco-friendly and four upscale colors take Swanstone to the next level

ST. LOUIS – The Swan Corp. is taking Swanstone to a new level of chic with the introduction of four eco-friendly colors and four upscale colors that transform the look of its solid surface material. The environmentally friendly “Our Planet Collection,” Cloud Colors and Tone-On-Tone Colors became available nationwide Aug. 31.

“The Cloud and Tone-On-Tone colors offer our customers a completely new and unexpected look from Swanstone, while the ‘Our Planet Collection’ gives them an environmentally friendly option,” said Jonathan Fore, director of marketing. “If customers embrace the colors like I expect them to, we will look at expanding all of these lines to other colors.”

The “Our Planet Collection” consists of four eco-friendly colors – Glacier (white), Prairie (tan), Acorn (brown) and Canyon (gray). The colors have earned the “green” label because they contain 10-15 percent post-consumer recycled content and 4-6 percent rapidly renewable



Glacier

Prairie

Acorn

Canyon

materials. Due to the recycled and rapidly renewable content, the products contribute to multiple credits in the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) Green Building Rating System™.



Cloud White

Cloud Bone

The Cloud Colors, Cloud White and Cloud Bone, are a mix of two colors that result in a unique texture similar to marble. Since this look is more tailored for bath applications such as shower floors and walls, the colors are not available for kitchen or fabrication applications.

The Tone-On-Tone Colors offer the most up-to-date look for solid surface. Baby’s Breath and Caraway Seed feature white-on-white or tan-on-tan colors with large clear chips rather than the traditional smaller chips in Swanstone’s already available colors.



Baby’s Breath

Caraway Seed

There is no premium charge for these new colors – they cost the same as the standard Swanstone aggregate colors while also providing the high-performance qualities expected from the Swanstone brand.

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.