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# NEWS

**FOR IMMEDIATE RELEASE**

## **Waterlox Now Communicating Directly with Customers and Distributors Via New Weekly E-newsletter**

- Weekly e-Newsletter Ties in with Social Media and New Waterlox Web Site -

**CLEVELAND** (Tuesday, December 7, 2010) – Waterlox Coatings Corporation ([www.waterlox.com](http://www.waterlox.com)) announces the debut of its new e-newsletter campaign, geared to communicate directly with Waterlox customers seeking brand-related messages.

Launched in November, the e-newsletter is a weekly e-mail that has been going to existing Waterlox customers – including consumers and wood flooring and wood-working professionals.

“Our new e-newsletter, which mimics the look of our newly re-designed website ([waterlox.com](http://waterlox.com)) is another way of communicating important information from our site to our customer base,” said Vice President, Kellie Hawkins Schaffner. “From weekly features about real-life customer experiences with Waterlox products and maintenance guides to answers to frequently asked questions and informational news topics, we’re able to communicate a great deal of information to our customers.”

Future “issues” of the e-newsletter will soon feature the company’s launch of a YouTube Channel, additional product uses and demonstrations through videos and installation guides, as well as testimonials and other full-length articles.

To join the Waterlox e-newsletter mailing list, click on the following link:  
<http://visitor.r20.constantcontact.com/manage/optin/ea?v=001pAaNGq91Uah7qipCiokDuQ%3D%3D> Older versions of the e-newsletter will soon be available via archive for viewing on the Waterlox website.

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## **Waterlox Debuts New E-Newsletter to Customers – Cont**

### **About Waterlox**

Founded in 1910, Waterlox Coatings Corporation, based in Cleveland, Ohio, is the nation's leading manufacturer of premium wood finishes handmade from natural Tung oil. A fourth-generation, family-owned company, now run by Chief Executive Officer, Jay Hawkins and Vice President, Kellie Hawkins Schaffner, Waterlox continues to manufacture products using original family formulations, combining Tung oil, resins, mineral spirits and other ingredients to produce a complete wood finish that gives the look and feel of naturally oiled wood.

Waterlox products represent the flooring industry's highest level of quality protection for both interior and exterior wood finishing projects and also supply tools for application.

For more information about Waterlox, please visit [www.waterlox.com](http://www.waterlox.com) or call (800) 321.0377.

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