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NEWS

FOR IMMEDIATE RELEASE

Waterlox Coatings Corporation Touts the Value of Natural Tung oil Finishes at National Wood Flooring Association's Annual Convention

- Waterlox Exhibiting in Booth #1508 at NWFA Convention April 26-29 in San Diego -

CLEVELAND (Friday, March 11, 2011) – Waterlox Coatings Corporation (www.waterlox.com) will be exhibiting its line of resin-modified Tung oil finishes at the National Wood Flooring Association's (NWFA) annual convention in San Diego, April 26-29, 2011. Waterlox is exhibiting in booth #1508.

Waterlox, known as the nation's leading manufacturer of premium wood finishes handmade from resin-modified Tung oil, will feature its core line of products, specifically Waterlox Original Sealer/Finish and Waterlox Original Satin Finish.

The products are ideal for finishing wood floors, both hardwoods and soft woods, woodwork, wood cabinets and countertops, as well as in commercial and institutional historic restoration uses.

“Waterlox is a proud supporter of NWFA as a manufacturer, and everything the association does to promote the green building attributes and sustainability of wood flooring,” said Vice President, Kellie Hawkins Schaffner. “Our business has grown incrementally over the years as more professionals realize the importance of using a back to basics natural finish as well as they understand the importance of Tung oil being a base for Waterlox products.”

Waterlox developed several social media programs in 2010 – 2011 in an effort to reach its customer base with product solutions in a variety of mediums. The company can be found on [Facebook](#), [Twitter](#), [YouTube](#) and distributes a [monthly e-newsletter](#) to industry professional and consumers.

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Waterlox Exhibiting at NWFA's 2011 Convention – 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 formulas, 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 interior wood finishing projects and also supply tools for application.

For more information about Waterlox, please visit www.waterlox.com or call (800) 321.0377. To meet with Waterlox at NWFA's annual convention, visit booth #1508 during the show hours.

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