

HEALTHCARE PATIENTS AND WORKERS NOW HAVE A SUPPORTIVE FLOORING PRODUCT DESIGNED TO MEET THEIR UNIQUE NEEDS

American Biltrite Introduces Dura-MED® to the Marketplace

For Immediate Release

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Toronto, ON...On March 1st, 2006, American Biltrite, a leading manufacturer of commercial and residential flooring, will introduce the first flooring product designed by the healthcare industry for the healthcare industry.

The challenge of healthcare facility design is building an efficient space that adheres to all infection-control regulations while also providing a beautiful relaxed healing environment for patients and their families. American Biltrite developed information chains with healthcare personnel, patient services, and designers to discover their flooring needs - their responses led to the development of Dura-MED.

Dura-MED is:

Helpful in the Healing Process: Dura-MED helps patients' entire recovery period by providing a base for a supportive healing environment. The product's rubber component absorbs noise to remove unwanted distractions; Dura-MED's pattern imitates carpet to create a familiar, comforting setting; its homogenous surface allows rehabilitating patients to safely move their feet while it also provides grip for stability; and its color palette features soothing organic tones to stimulate relaxation.

Safe: The inherent rubber characteristics help prevent slips; however, the unique balance of material compounds permit the product to "give with impact" cushioning unpreventable falls. Dura-MED also has an intelligent balance of refined clay filler (a naturally abundant resource) that suppresses smoke and flame development, allowing more time for people to exit the building during a fire.

Comfortable: The balanced compound forms a sensitive floor base for healthcare personnel to stand comfortably for extended periods of time as well as creates a quiet work environment by eliminating excess noise.

Hygienic: Dura-MED is heat and pressure cured with sulfur to create a dense, even surface. This treatment allows the product to repel dirt and stains, and builds an impermeable barrier to liquid contaminants, mold/mildew, and bacteria.

Durable: Dura-MED has a high resistance to abrasions and a high tolerance to chemicals, disinfectants, oil, grease, and staining (proven by ASTM F 925).

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Dura-MED Specifications:

Size	60" x 50' nominal
Gauge	2 mm
Colors	16
ASTM F 1859	Complies Type 1
ASTM E 84 (Flame Development)	Class 1
ASTM E 648 (Critical Radiant Flux)	> 0.45
ASTM E 662 (Smoke Development)	Class 1
ASTM D 2047 (Static Coefficient of Friction)	Meets ADA Guidelines
ASTM D 471 (Oil & Grease Resistance)	ASTM Oil #1 = Excellent, ASTM Oil #3 = Excellent
ASTM F 925 (Resistance to Chemicals)	Acids, Alkalis, Solvents = Excellent
VOC's (Volatile Organic Compounds)	Very low

About American Biltrite:

American Biltrite Ltd. is a progressive manufacturer of commercial and residential flooring products serving the diverse needs of companies in North America. American Biltrite constantly seeks to optimize present quality standards and develop new products for existing and future markets.