

FEELING GREEN?

Stonescape

ESTRIE USES THE EARTH'S ABUNDANT RESOURCES TO CREATE A GROUNDBREAKING ENVIRONMENTALLY FRIENDLY FLOORING SOLUTION

For Immediate Release

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Toronto, Ont...Over-consumption, global warming, and pollution are all realities of the world today. Proactive companies who operate in Green Buildings help decrease the emissions of toxins and other hazardous waste, plus they receive public praise for being a socially responsible corporation and providing a healthy workplace for their employees. With so many obvious social and environmental benefits, it is inevitable that the construction of Green Buildings is on the rise. To support the next generation of ecologically aware designs, forward-thinking flooring manufacturer **Estrie Products International** has created a revolutionary new product. **Stonescape**, available September 2005, is North America's first flooring alternative made from naturally abundant resources. Stonescape is **free of polyvinyl chloride (PVC), emits no volatile organic compounds (VOC's), and contains no plasticizers.**

Beyond its environmental benefits, Stonescape is an exceptional product designed to solve common flooring challenges in the workplace. Here are a few product highlights:

EARTH – Tougher than vinyl composition tile (VCT's), Stonescape offers dimensional stability, capable of bridging minor sub-floor irregularities.

FIRE – Stonescape is a superior smoke & flame resistant product that meets ASTM-648/662 Class A requirements.

WEIGHT – Engineered for maximum durability, sustaining up to 2000 PSI, Stonescape naturally resists indentations and can handle light forklift traffic without cracking.

SUNLIGHT – Stonescape's unique properties offers advanced fade-resistance to direct sunlight and increased temperatures.

SOUND – Stonescape is specially designed with inherent anti-fatigue, sound deadening and absorption properties, which reduce noise generation and actively suppress sound resonance.

Green Buildings offer unparalleled social, environmental, and health benefits. Stonescape provides a convenient flooring solution for companies who want to go Green.

The U.S. Green Building Council is the nation's foremost coalition of leaders from across the building industry working to promote buildings that are environmentally responsible,

profitable, and healthy places to live and work. Estrie is proud to be a recognized participant in this program and all of its ecological initiatives.

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Estrie Products International, a division of American Biltrite (Canada) Ltd., is a progressive manufacturer of commercial and residential flooring products serving the diverse needs of Americans. The company constantly seeks to optimize present quality standards and develop new products for our existing and future markets.