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NEW COATINGS FOR METAL SURFACES HELP MAJOR APPLIANCE MANUFACTURERS ENHANCE PRODUCT AESTHETICS AND GAIN COMPETITIVE EDGE

Globally Available, Cost-Effective Coatings Provide Antimicrobial/Anti-Fingerprint/Easy-To-Clean Characteristics to Stainless Steel and Other Appliances

(Northbrook, IL – December 3, 2007) Major appliance manufacturers worldwide are responding to consumers' renewed enthusiasm for contemporary stainless steel designs by finding innovative ways to introduce metal surfaces into their product lines. The good news for appliance designers is that the latest specially formulated coatings for metal surfaces make it easy and cost-effective for them to achieve outstanding aesthetic appeal, while also differentiating their products with "in demand" features, such as: antimicrobial, anti-fingerprint and easy-to-clean characteristics.



"The top complaints about stainless steel are that it shows fingerprints and is difficult to keep clean," points out Michael Jacobs, president of Sureshield Coatings Company. "Leading appliance manufacturers are looking for ways to coat metal surfaces to enhance their performance, aesthetics and durability...that's where we can help."

Armed with an industry-leading portfolio of more than 150 affordable and easy-to-use antimicrobial, anti-fingerprint, and easy-to-clean coatings for metal, the Sureshield team works closely with manufacturers in many industries, including major appliances, to integrate the right powder, liquid or coil coating options needed to enhance metal-surfaced major appliances with the "value-added" features and benefits demanded by today's discerning consumer.

"Many major manufacturers already recognize the value of upgrading their product offering to include coatings for stainless steel and other metals that resist unsightly fingerprints, ease cleaning and inhibit the growth of microorganisms on the coating that cause odors and stains," said Sureshield's Jacobs. "We work closely with market leaders in many different industries to help them incorporate Sureshield coatings as a low-cost, high-benefits addition to their global product lines."

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Working with a proven industry leader, like Sureshield Coatings Company, keeps R&D costs down because the antimicrobial coating products are already developed and ready to use in manufacturing facilities. “Companies are finding that adding antimicrobial coatings to their products’ metal surfaces provides a marketable difference, that can help them attain a greater than 40% premium on stainless steel appliances treated with an antimicrobial coating,” explains Jacobs. “Sureshield fits into a company’s existing manufacturing process with minimal change, and we provide assistance from R&D, through design and production, and marketing of finished products. “

Sureshield is available in clear, solid and transparent colors, and a variety of textures and glosses that are designed to resist fingerprints for the life of the product. For more information about how you can incorporate Sureshield coatings’ cost-effective antimicrobial, anti-fingerprint and easy-to-clean protection on major appliances, visit <http://www.sureshieldcoatings.com/manufacturers/applications/appliances.php>, call toll-free (866) 573-4424 or send an email to info@sureshieldcoatings.com.

About Sureshield Coatings Company

Headquartered in Northbrook, Illinois USA, Sureshield Coatings Company maintains production in multiple facilities in the United States, Europe, and Asia, in order to provide over 150 advanced coating formulas to address metal product manufacturers’, industry, and consumers’ concerns related to odor and stain-causing microorganisms, fingerprints, and cleanability. As a member company of Horizon Business Group, Sureshield Coatings Company offers technical, marketing, and regulatory services that make it easy and cost-effective for clients worldwide to streamline implementation of in-demand antimicrobial, anti-fingerprint and easy-to-clean coatings for metals.

Sureshield Coatings Company

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*Sureshield is formulated with antimicrobials to help suppress the growth of odor and stain-causing microorganisms on the coating. Sureshield is not intended as a substitute for good hygiene or to prevent foodborne or infectious illnesses.