



FOR IMMEDIATE RELEASE

Sureshield Coatings Company Launches ActiveWood.net and ActivePlastic.net Microsites

Lumber mills, others can now prevent the growth of mold on wood; Manufacturers of plastic goods can inhibit the growth of odors and stains caused by microorganisms

(Northbrook, IL – January 15, 2009) Sureshield Coatings Company announced today that it officially launched two microsites: ActiveWood.net and ActivePlastic.net. Geared towards manufacturers of wood and plastic products, the wood-centric ActiveWood.net and the plastic-centric ActivePlastic.net provide concise, detailed information on how to combat the growth of microbes on and/ or in wood and plastic.

ActiveWood.net is the online resource for lumber mills, wholesalers, retailers, builders, and others to find out how they can give their building lumber an exclusive layer of *active* protection in inhibiting mold on wood. Prior to Active Wood from Sureshield, limited mold-fighting technologies made available worked passively.

ActivePlastic.net is the online resource for manufacturers of plastic parts and goods to find out how they can treat virtually any type of plastic directly. Available in both pellet and coating form, Active Plastic features the most comprehensive line of cost-effective antimicrobial solutions for plastics.

“By providing an active level of protection in either coating or pellet form, both Active Wood and Active Plastic extend product life by attacking the very source of a universal problem: odor and stain-causing bacteria, fungi, molds, and mildews,” explains Michael Jacobs, president of Sureshield Coatings Company. “Our antimicrobial solutions are designed to last the life of the products they are applied to.”

These new microsites complement Sureshield Coatings Company’s larger flagship site, SureshieldCoatings.com, the premier online destination for antimicrobial, antifingerprint, and easy-to-clean coatings.

“We purposely design our products to be easy-to-use and efficient in manufacturing environments,” Jacobs says. “With these new microsites, we try to extend this spirit to our online content, so that prospective users can easily and quickly access the information they need in a very straightforward and consistent manner.”

For more information on Active Wood, Active Plastic, or Sureshield Coatings Company, visit <http://www.sureshieldcoatings.com>, call 866-573-4424, or email info@sureshieldcoatings.com.

About Sureshield Coatings Company

Headquartered in Northbrook, Illinois, Sureshield Coatings Company maintains production and service around the world to provide over 200 advanced coating formulas to address 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 and treatments for metals, wood, plastic, glass, and other materials.

On the web:

<http://www.sureshieldcoatings.com>

<http://www.activewood.net>

<http://www.activeplastic.net>

<http://www.twitter.com/sureshield>

*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.