

NEWS

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DAPEXPANDS DAP® 3.0™ ADVANCED SEALANT LINE WITH THREE NEW PRODUCTS

Caulk and Expose to Water After Just 3 Hours!

BALTIMORE, MD. (Aug. 9, 2010) – DAP Products Inc. is extending its line of DAP® 3.0™ Advanced Sealants in Canada from DAP® 3.0™ Advanced Kitchen & Bath Sealant in Gloss White to now include DAP® 3.0™ Advanced Kitchen & Bath Adhesive Sealant in Crystal Clear and the addition of DAP® 3.0™ Advanced All-Purpose Sealant in White and Crystal Clear. These four products provide a variety of sealing solutions for almost every job indoors and out.

DAP® 3.0™ is all you need to know when it comes to caulking and sealing. These revolutionary sealants are specially formulated to provide superior washout resistance and worry-free performance. DAP® 3.0™ sealants offer several unique benefits providing you with the best of the best in sealant quality.

- **DAP® 3.0™ Advanced Sealants are formulated with Kwik Dry™ Technology** that allows users to caulk and expose the bead to water after just three hours without washing out. Other caulks and sealants may require up to a 24-36 hour waiting period before exposing to water. This minimal dry time greatly reduces the risk of washout from premature water exposure, so both DIYers and professionals alike can save time and money by finishing the job faster and reducing the chance for errors. For outdoor applications, the Kwik Dry™ Technology, as well as the ability of the sealants to be applied in extreme weather and temperature ranges (-35°F to 140°F), means not having to wait for ideal weather conditions to begin or complete a project.
- **DAP® 3.0™ features outstanding flexibility and adhesion** so it will not crack or shrink. The durable waterproof and weatherproof seal is flexible enough to expand and contract with temperature fluctuations while still adhering to a wide variety of common building materials including wood, metal, glass and vinyl. Offering superior paintability with both latex and oil-based paints, DAP® 3.0™ is also easier to tool and less stringy than premium silicone. Plus, when cured, the sealant is mold and mildew resistant.
- **DAP® 3.0™ helps improve the energy efficiency of a home** while also providing consumers with a greener choice when it comes to sealing solutions.¹ The waterproof and weatherproof seal that it forms makes DAP® 3.0™ ideal for sealing out air leaks. This in turn helps conserve energy and save money on utility bills. In addition, this family of premium sealants has one of the lowest VOC contents on the market today and virtually no odor.



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- **DAP® 3.0™ Crystal Clear is available** in the DAP® 3.0™ Advanced All-Purpose and Advanced Kitchen & Bath formulas. This finish provides superior clarity over other premium silicone sealants, allowing the beauty of the surface to shine through the sealant. No painting is needed which makes it the perfect choice for high-end countertops, vanities and fixtures.
- **Updated packaging and innovative merchandising** reflects the branding strategy of DAP® 3.0™ with its vibrant, eye-catching color scheme that includes bright DayGlo® yellow ink. The new label design consists of a single panel with both English and French copy that is easier to read and merchandise. All DAP® 3.0™ Advanced Sealants are merchandised in a distinctive “L-shaped” ship case with high-quality lithographic printing that clearly communicates the DAP® 3.0™ selling proposition and reinforces its premium positioning. Both the primary and secondary packaging are color-coded, blue for all-purpose and red for kitchen and bath, to aid consumers in quick and accurate product selection.

DAP® 3.0™ Advanced All-Purpose Sealant is ideal for a wide variety of indoor and outdoor applications, such as sealing around windows and door frames, corner joints, siding, trim, molding, pipes, ducts and vents. It adheres to just about any surface including wood, metal, brick, glass, vinyl, aluminum, concrete, drywall and stone. Available in White and Crystal Clear, it withstands extreme weather and temperature fluctuations and is perfect for improving a home’s energy efficiency.

DAP® 3.0™ Advanced Kitchen & Bath Adhesive Sealant not only saves time but, with the inclusion of Microban® Antimicrobial Product Protection, it fights the growth of stain and odor-causing bacteria, mold and mildew on the sealant, so the sealant is easier to clean and stays cleaner between cleanings. Perfect for sealing around tubs, showers, sinks, backsplashes, counter tops, fixtures and repairing loose tiles, it is available in Gloss White and Crystal Clear. It adheres to a variety of surfaces such as ceramic tile, glass, natural stone, vinyl, wood, metal and more.

DAP® 3.0™ Advanced Sealants will be available in mid-August 2010. For information on where to find DAP® 3.0™ Advanced Sealants and other DAP products, please call our DAP Canada office at (416) 321-1522.

¹Visit www.DAP.com's *Building Green Living Green* section and the www.sealyourhome.info microsite for more information on low VOC products and tips on how to make a home more energy efficient.

About DAP Products Inc.

DAP markets reliable, long-lasting products for contractors and do-it-yourselfers. Headquartered in Baltimore, MD, DAP is a leading marketer of caulks, sealants, adhesives, insulating foam, spackling, glazing, and other general patch and repair products. For more information about our products visit our website at www.DAP.com. To learn about home weatherization, visit www.sealyourhome.info. DAP Products Inc. also sponsors the DAP Help Line, a seven-day-a-week consumer hotline, 1-888-DAP-TIPS (1-888-327-8477).

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