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VT Industries Introduces the New Dimension Color Collection *Edges. Colors. Dimensions.*

(Holstein, IA – June 17, 2013)—With the launch of a new season comes the launch of a new proprietary edge profile and color collection from VT Industries. The new proprietary edge profile, Ora, creates a stylish appearance that only looks expensive. The pencil-line look around both the top and bottom edges of the countertop adds a remarkable “slab” effect to the whole counter. Twenty-nine new premium colors and textures from Formica® and Wilsonart® give kitchen and bath dealers and fabricators another dimension to help in building their businesses. This new offering within the VT Dimensions countertop collection combines distinctive edges with beautiful colors, adding depth and dimension to what kitchen and bath dealers and fabricators are currently selling.

VT Industries recently launched their countertop collection, VT Dimensions, with more proprietary edge profiles, surface options and in-stock colors with the premium look of granite. This new variety of colors adds to the collection by providing even more on-trend colors and styles for kitchen and bath dealers and fabricators. Whatever aesthetic homeowners are looking for, VT Dimensions is a way to bring everything together to create one seamless contoured countertop, to meet customers’ needs.

“This new edge profile and color launch allows us to offer even more countertop options to kitchen and bath dealers and fabricators, giving them an edge in the marketplace,” said Trisha Schmitt, Vice President Corporate Marketing, VT Industries. “We want to help show homeowners how much of a difference these countertops can make in their home.”

As part of the VT Business Edge, VT Industries offers tips, tools and resources to help dealers build their businesses. Also for the VT Dimensions launch, VT Industries created a customizable program with print ads, direct mailers and a television commercial to give dealers every advantage in driving sales.

VT Dimensions countertops are manufactured using environmentally friendly materials and practices. The biodegradable, water-based adhesives virtually eliminate harmful Volatile Organic Compounds (VOC). VT Industries is the first and only national manufacturer of postformed laminate countertops that are both GREENGUARD Certified and FSC® certified. VT countertops are delivered with the fastest lead times in the industry.

For more information on more color and edge profiles and the full line of VT Dimensions countertops, visit www.VTDimensions.com.

About VT Industries

Headquartered in Holstein, Iowa, VT Industries, Inc., is North America’s leading manufacturer of Architectural Wood Doors, VT Dimensions countertops, and Stone Surfaces. The company’s three divisions serve customers from nine manufacturing facilities strategically located throughout the U.S. and Canada. Visit the company’s website at www.vtindustries.com for more information.

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