



VT Fine Laminate Countertops Introduces New Premium Contoured Edge Profiles

'This Is Great Design'

(HOLSTEIN, Iowa, October 27, 2006) – Two new contoured edge profiles that provide postformed laminate countertops with the look and feel of granite, natural stone or solid surface at a fraction of the cost are now available from VT Industries, announced Rick Liddell, Senior Vice President – Sales & Marketing. The *Valencia* offers a gracefully contoured full-wrap ogee profile and the *Barcelona* features a double-waterfall edge design.

“The feedback we’re getting from our fabricator customers across the country has been phenomenal,” according to Liddell. “They see these new edge profiles as an opportunity to generate interest and excitement in postformed laminate countertops among builders, kitchen and bath dealers and consumers who use their products.”

The patent-pending edge profiles were designed by VT design engineers using sophisticated postforming technology. “It’s been many years since anything new had been introduced in postformed edge profiles,” Liddell acknowledged.

“This introduction is a big rallying point for our sales force and customer service center representatives because it gives them something exciting and upscale to talk to their customers about,” Liddell said. “And when you combine these edge profiles with our environmentally friendly EQ*countertop* option, you create a win-win situation for homebuilders and homeowners across the country.”

Liddell’s excitement is echoed by Duane Tucker, president of VSS Countertops in Sacramento, who has been involved in the countertop industry for more than 23 years. “These two edge profiles are something we’ve needed to revitalize the laminate countertop market for some time,” he noted. “We’re very much looking forward to going out and showing people these new edge designs.”

The *Valencia* and *Barcelona* edge profiles will appeal to consumers who are looking to laminate countertops as aspirational, reasonably priced and easy to maintain, according to Renee Hytry, Senior Vice President of Global Design for Formica Corporation. VT and Formica are co-sponsoring

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the *Valencia* contoured edge profile countertop as part of the "Show Village" featured kitchen design at the 2007 International Builders Show in Orlando, Fla.

"Laminates have become premium in their appearance due to better printing techniques and realistic textures," Hytry said. "Now VT has worked with their technology, to 'push the manufacturing-design envelope' to create very complex edge details that enhance real stones, concrete and solid surface looks. This is great design!"

Available with or without a backsplash, the *Valencia* and *Barcelona* edge profiles are being offered in 23 premium laminate designs from major manufacturers. As postformed countertops, they are formed as a single piece of laminate wrapped around the custom core material to form a seamless surface with no seams to collect dirt or bacteria, for easy cleaning and appearance.

"The maintenance will be a lot less with these profiles than your regular waterfall and square edges, or wood and double edges," said Rick Rodriguez, owner of New Age Kitchen & Bath, LLC, in Phoenix. "These edge profiles are more visually appealing and I'm looking forward to selling them. It's going to be really big."

Home centers are also showing interest in the *Valencia* and *Barcelona* for special order installation programs, Liddell reported. "All of our market research indicates that creating postformed laminate countertop designs that offer the look and feel of granite, stone or solid surface at a fraction of the cost is going to be a home run for our industry," Liddell added.

About VT Industries

Headquartered in Holstein, Iowa, VT Industries, Inc., is North America's leading manufacturer of postformed laminate countertops and architectural-grade wood doors. The company's Architectural Wood Doors and Fine Laminate Countertops components serve customers from eight manufacturing facilities strategically located throughout the U.S. and Canada. Visit the company's Web site at www.vtindustries.com/countertops for more information.