



VT Fine Laminate Countertops Third Contoured Edge Profile Introduction

(HOLSTEIN, Iowa, December 10, 2007) – A third new contoured edge profile that provides postformed laminate countertops with the look and feel of granite, natural stone or solid surface at a fraction of the cost and GREENGUARD™ Certified is now available from VT Industries, announced Rick Liddell, Senior Vice President – Sales & Marketing. The *Geneva* edge has a subtle modern drop ogee that emanates understated class. It is a great complement to the *Valencia* and *Barcelona* edge designs.

“The launch of *Valencia* and *Barcelona* was so positive that we could not wait to get our third new profile *Geneva* into our customer’s hands.” says Chris Schlabach, National Sales Manager – VT Fine Laminate Countertops. “They saw how fast sales grew with our previous new edges and are excited to have yet another option for the homeowner and homebuilder.”

Geneva was designed as a complement to the current product line as another full wrap edge profile. “It had been so many years since we had launched new edges, and we couldn’t be more pleased with the results our customers are getting,” Schlabach acknowledged.

“Combine *Geneva* and our other edge profile options with our EQ countertop and GREENGUARD Certification and everyone wins, from the fabricator to the homeowner,” says Schlabach. “With the trend in both commercial and residential construction focusing on green design and products, our new edges give green building a great aesthetic look at the fraction of the cost of other surfacing materials.”

Gwen Petter, Manager – Surface Design at Wilsonart explains “The new edge profiles have really caught the attention of consumers we talk to. When you pair them with the new laminate designs - like our Wilsonart HD patterns - we can redefine laminate in their minds. Suddenly, laminate is a “smart choice” because it gives them the high end looks they want at an affordable price.”

Geneva is available with or without a backsplash, and is being offered in any laminate color from major manufacturers, with the exception of high gloss. As postformed countertops, they are formed as a single piece of laminate wrapped around the custom core material to form a seamless surface. Without seams to collect dirt and bacteria, postformed laminate countertops are beautiful as well as easy to clean.