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VT Industries Launches VT Dimensions Countertops

One alluring countertop collection.

(Holstein, IA – May 21, 2013) VT Industries announces the launch of VT Dimensions, a countertop collection that gives kitchen and bath dealers and fabricators another way to differentiate their businesses. This line offers more proprietary edge profiles, surface options and in-stock colors with the seamless, contoured look of granite. VT Dimensions gives kitchen and bath dealers and fabricators and edge, with a full line of solutions with exceptional design.

VT Dimensions brings everything together seamlessly, from the slab-like core, to the natural-granite beauty, to the premium edge profile that finishes the look. The countertops are formed as a single piece from the backsplash to the front edge, creating a seamless look with incredible depth and dimension. The all-in-one surface also helps to avoid dirt and grime collection making VT Dimensions countertops a better options for customers.

“VT Dimensions allows us to offer countertops with a better combination of beauty, performance and affordability than you’ll find in any other countertop option,” said Trisha Schmitt, Vice President Corporate Marketing, VT Industries. “This collection has a granite-like look that homeowners are looking for and is durable, low maintenance and affordable.”

As an added benefit of this launch, VT Industries has created a customizable program with the tools dealers need, from print ads and direct mailers to a television commercial. “We want to give our dealers every advantage to help drive sales,” added Schmitt.

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 VT Industries or VT Dimensions please 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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