



April 21, 2011

ULTRA DURABLE FLOORCARE

JFB Hart Coatings (“JFBHC”) & Microban® Antimicrobial Product Protection are pleased to announce a partnership to provide the most innovative coatings with antimicrobial protection.

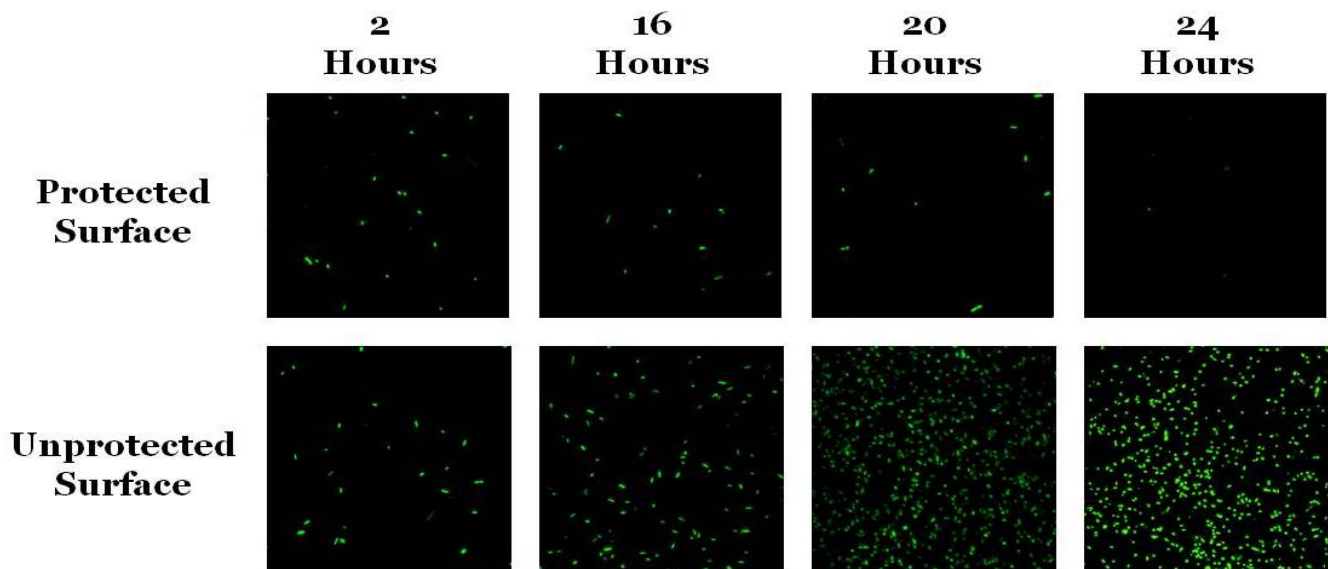
JFBHC is the leading developer and manufacturer of environmentally friendly, water-based, solvent-free products for the Ultra Durable Floorcare market

The Ultra Durable Floorcare markets services the “Jan/San” industry. JFBHC’s Ultra Durable Products reduce floorcare costs by up to 80%, eliminates recurring maintenance such as burnishing, buffing, scrub and recoats, increase the durability, abrasion, chemical and slip resistance and improves floorcare appearance. JFBHC’s Ultra Durable Floorcare Products include:

- GlossTek-100
- GlossTek-400
- MatteTek-300
- SatinTek-300
- VersaTek-100 Clear
- VersaTek-100 Colors

Microban is the global leader in built-in antimicrobial protection. Microban technology is built-in antimicrobial protection that gives JFBHC’s Products an added level of protection against microbes such as stain and odor causing bacteria, mold and mildew. Microban protection inhibits the growth of microorganisms.

The pictures below show the efficacy of an unprotected surface verse a protected surface using the Microban’s antimicrobial product protection through a 24 hour period.



This information is based upon standard laboratory tests and is provided for comparative purposes to substantiate antimicrobial activity for non-public health applications. Microban technology is not designed to replace good hygiene practices or protect users from disease causing microorganisms. Antimicrobial action limited to product surface.



April 21, 2011

What is Microban antimicrobial product protection?

- Microban® technology is built-in antimicrobial protection that gives products an added level of protection against microbes such as stain and odor causing bacteria, mold and mildew.

How do products with Microban antimicrobial protection work?

- Microban® protection inhibits the growth of microorganisms.
- When microbes come in contact with the product surface, Microban® protection penetrates the cell wall of the microorganism and disrupts cell functions making the microorganism unable to function, grow and reproduce.

What benefit do I get from products with Microban antimicrobial protection?

- Microban® protection continuously fights the growth of microbes such as odor and stain causing bacteria, mold and mildew.
- Microban protection makes products easier to clean and keeps them cleaner between cleanings.

What types of microorganisms does Microban protection work against?

- Microban® antimicrobial protection is effective against most common bacteria, yeasts, molds and fungi that cause stains, odors and product degradation.
- Microban® technology is not designed to protect users from disease causing microorganisms.

How do I know that Microban antimicrobial product protection is safe?

- Microban technology has undergone extensive independent laboratory testing and has a long history of safe use.
- It is registered with the EPA for all applications in which it is used.
- Microban additives can be found in leading consumer and industrial around the world.

Does this mean I don't have to clean my products as much or as carefully?

- No. Microban® protection provides continuous antimicrobial protection that protects the products, making them easier to clean and keeping them cleaner between cleanings.
- However, normal cleaning practices should be maintained.

Does Microban protection begin working immediately?

- Microban® protection begins to work as soon as the microorganism comes into contact with the product surface.
- It then works continuously to maintain a consistently lower bio-burden than would be expected on a product without Microban® antimicrobial protection.
- Under the right conditions, microbes on an untreated surface can double every 20 minutes!
- Microban technology is not a disinfectant and is not a substitute for normal cleaning practices.

How long does Microban® antimicrobial protection work?

- Microban® protection is built-in during the manufacturing process and will not wash off or wear away.
- Microban protection is engineered to provide continuous antimicrobial product protection for the useful lifetime of the product.



April 21, 2011

Will the addition of Microban antimicrobial technology to JFBHC's Ultra Durable Products change any previous features or benefits of the coatings?

- No, JFBHC's Ultra Durable Products are themselves the same; the Microban technology has merely been added in during manufacturing process with no effect on the performance features of the coatings.

What industries are JFBHC's Ultra Durable Products applicable for?

- Healthcare, education, retail stores, food and beverage facilities, pharmaceutical plants, clean rooms, government buildings, office buildings, prisons, theme parks, convention centers, museums, restaurants, warehouses, churches and many more.

What type of substrates can JFBHC's Ultra Durable Products be applied too?

- The Ultra Durable Floorcare industry includes vinyl composite tile (VCT), luxury vinyl tiles (LVT), vinyl asbestos tile (VAT), vinyl sheeting, linoleum, wood, synthetic wood, terrazzo, concrete, ceramic, marble, slate, stone, quarry tile and cork.

Are the Ultra Durable Floorcare Products environmentally friendly?

- Absolutely. JFBHC's Ultra Durable Products are environmentally friendly, solvent-free, water-based, low to zero volatile organic compounds (VOCs) coatings.
- In addition, JFBHC Ultra Durable Products are more sustainable because they reduce the waste, electrical usage and use safer raw materials.

What other benefits does JFBHC's Ultra Durable Products provide?

- Reduce costs by fewer coats and less labor.
- Increased chemical and abrasion resistance.
- High slip co-efficient of friction.

Are JFBHC's Ultra Durable Products NSF Registered?

- Yes, JFBHC's Ultra Durable Products are NSF Registered for incidental food contact (R2) for floors, walls and ceilings.
- NSF Nonfood Compounds Registration Program is a continuation of the USDA product approval and listing program.

Can a facility earn LEED credits by using JFBHC's Products?

- Yes under LEED EQ 4.2 – Low Emitting Materials – Paints & Coatings. JFBHC's Ultra Durable Products meet the LEED criteria because the VOC levels are below the necessary limits established by the South Coast Air Quality Management District Rule 1113.