



Press Release - Essential Industries

FOR IMMEDIATE RELEASE

September 4, 2012
Merton, WI

Essential Industries, Inc. is pleased to announce that last week it was awarded U.S. Patent #8236903 for its unique Nano Cross-Linking System used in its popular X-Coat Nano floor coating. Patents in chemistry are only awarded for inventions that are "Unique" and "Not- Obvious" to experts in the field. They are valuable because they protect an idea or an invention from duplication without permission for twenty years.

The patent was granted to two of the company's scientists for the invention of a technology so unique it was previously considered impossible in polymer chemistry. This new technology is the foundation of the X-Coat Nano floor coating. The company has experienced excellent results from preliminary field work. "Our customers are delighted with its (X-Coat Nano) performance" said Michael Wheeler, President and CEO of Essential Industries. He went on to say, "It's the combination of high gloss, fast dry-time, clarity, soil and stain resistance, and durability that make X-Coat Nano a world class floor finish. I have high hopes for sales of this product over the next several years." While the company has not formally launched the two coatings using this technology, pre-launch sales have been robust. The company plans to formally launch new formulations of X-Coat Nano and X-Coat Nano HS (high solids) at the ISSA show in Chicago in October, 2012.

This technology platform offers broader application than hard-floor finishes according to Wheeler: "It may have other uses in sealers for concrete or terrazzo as well. It's very exciting. I expect this technology will provide Essential with competitive advantages for years to come."

To see a short video about X-Coat Nano, visit: <http://www.essind.com/FloorCare/FC-X-Coat-Nano-Video.html> or go to www.essind.com and click the video link in the center of the homepage.

"Our ability to innovate is our greatest asset and makes us unique in our industry," said Wheeler. "We are the only company still focused on innovation in floor care in the United States." Essential plans to launch a new website and deploy new marketing technologies in its sales efforts of the X-Coat Nano products. "We'll use technology to sell technology" said Wheeler, who believes sales of their Nano products could make up over 20% of Essential's floor care business in 2014.

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