

Rust-Oleum Corporation

11 Hawthorn Parkway • Vernon Hills, IL 60061

Phone: 847-367-7700 Fax: 847-816-2330 www.rustoleum.comAn  Company**For Immediate Release****Contact: Katie Sikorski @ 732-652-2298**Or katie.sikorski@zinsser.com**Garage Makeovers Start with the Floor**

Vernon Hills, IL – Garage “makeovers” are becoming increasingly popular as homeowners across America take advantage of the extra space in their garage. In fact, a Rust-Oleum survey revealed that 55 percent of American homeowners are using their garage for more than a place to park the car or store the lawn mower. A surprising 45 percent of all homeowners are spending one to two hours per week in the garage, using it as a place to work on hobbies – and even conduct business.

The survey also revealed that for many homeowners, a garage makeover starts with the floor. More than a third of survey respondents had taken the time to clean the floor of their garage in the past month. For homeowners looking for the ultimate garage floor, Rust-Oleum® EPOXYShield® Garage Floor Coating is often the answer. It’s America’s best selling premium garage floor coating.

“There’s no doubt that garage organization is a growing trend. As homeowners spend more time in their garage, they want to make it as attractive and functional as the rest of their home.” said Steve Golich, brand manager for Rust-Oleum® High Performance Coatings. “That’s why garage organizers and workbenches have become such popular purchases. The floor also ranks high on the list of all garage makeover projects and homeowners are finding that it’s easy – and less expensive – to do it themselves.”

A high-performance coating that creates a professional, showroom-quality finish for garage floors, EPOXYShield® is a water-based epoxy that’s low odor and environmentally friendly.

Just one easy-to-apply coat creates a great-looking, long-lasting surface that resists abrasion and damage from water and chemicals and protects against stains from gasoline, motor oil, salt, antifreeze and hot tire pick-up.

(more)

Rust-Oleum® EPOXYShield® Garage Floor Coating/ 2

The EPOXYShield® kit includes nearly everything needed to create a long-lasting finish – EPOXYShield® base and activator, concrete etch, decorative color chips, a stir stick, instruction sheet and an instructional DVD – and covers up to 250 sq. ft. – the size of a one-car garage – and offers easy soap and water clean-up.

EPOXYShield® is available in a tan or gray semi-gloss finish enhanced with decorative color chips for a terrazzo-like appearance. It is also available in an EPOXYShield® Garage Floor Tint Base that can be tinted to over 30 custom colors for a truly customized look.

For more information about Rust-Oleum® EPOXYShield® Garage Floor Coating and the complete line of EPOXYShield® concrete products, visit www.rustoleum.com. Find Rust-Oleum® EPOXYShield® Garage Floor Coating at home centers and hardware stores near you.

###

About Rust-Oleum:

One of America's most recognized and trusted names, Rust-Oleum is the number one brand of small project paints. Its brands and products span the consumer and industrial small project paints, specialty coatings, concrete coatings and wood care categories and include such trusted names as Rust-Oleum®, Stops Rust®, Painter's Touch®, American Accents®, EPOXYShield® and Varathane®. Brands managed by Rust-Oleum include Zinsser, Wolman Wood Care Products, Modern Masters and Watco.