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FOR IMMEDIATE RELEASE

HPS NORTH AMERICA, INC. LAUNCHES REVOLUTIONARY NEW PRODUCT AND EXPANDS SALES TEAM

New Product, Expanded Sales Team, Growing Company in the Subfloor Industry

Florence, AL – March 8, 2012

HPS North America, Inc. (HPS) announced that they are formally launching their new Roll and Go™ flooring adhesive product. Roll and Go™ allows the installer to apply the product from a standing position and begin flooring installation within fifteen minutes of application. The company is expanding its sales team to market this and a full series of subfloor materials. Enos Farnsworth has joined the company as National Sales Director. Farnsworth will be expanding the company's distribution networks across North America and further developing strategies to inform customers of the company's products. HPS has partnered with Schönox, providing North America with an extensive line of next generation subflooring products.

Farnsworth brings over twenty years of strategic, sales channel, and customer relationship experience in the flooring industry with prior executive positions at Basic Coatings and Bonakemi. "Launching new products and expanding our management team are exciting developments," remarked Karen Bellinger, HPS President. "Enos is an integral part of introducing the innovative subfloor products of Schönox to the North American market."

Roll and Go™ is an environmentally responsible, proprietary adhesive system that is rolled onto the floor from a standing position. Floor installation can begin fifteen minutes after application. A minimal amount of product is applied allowing a cleaner installation process. Tiles are bound immediately so the installer can work on and across the tile without tiles slipping. Flooring can be installed for up to two hours after application. Tiles can be walked on and bear loads immediately.

"Roll and Go™ is just one of the Schönox products that HPS is bringing to the North American market," explained Farnsworth. "We are providing exciting, innovative products to the subfloor category where there has been little change in decades." HPS provides a range of products in the primer, floor leveling compound, and adhesive categories. "We have a series of products that will make the important tasks of preparing a subfloor for any flooring product installation easier, better, and done so in a more environmentally responsible manner," commented Bellinger. "Now our focus is on letting customers know more about what we are bringing to market."

HPS North America, Inc. is drawing on a deep level of experience provided by our partnering companies. Together we are developing new technology and high performing, environmentally friendly subfloor products. HPS provides primer, floor leveling, and adhesive products that solve subflooring challenges previously considered standard operating procedure by the floor installation industry.