



**PRESS RELEASE  
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## **Designers and Manufacturers Can Now Make Wood Iridescent**

### **DVUV Expands UVMax<sup>®</sup> Color Range with New Pearlescent Shades**

CLEVELAND, Ohio – September 23, 2007 – DVUV, LLC announced today the addition of new pearlescent colors to its UVMax<sup>®</sup> line of UV-cured powdercoated wood. The new shades can be used to add shimmering, light-catching jewel tones to a variety of wood and medium density fiberboard (MDF) surfaces.

Like the existing UVMax<sup>®</sup> color range, these new shades use advanced UV-curing and powder coating technologies to deliver a finish with laminate-grade durability that is flexible enough to provide continuous coverage to curvilinear shapes, contoured edges and 3-dimensional surfaces. UVMax<sup>®</sup> is applied through DVUV's turn-key production services. Customers simply need to provide drawings and finish specifications to receive finished parts, eliminating inventory concerns and production headaches.

UVMax<sup>®</sup> finishes are ideal for environments where sustainability and green design are priorities. The powder coating and UV-curing finishing process requires no solvents and does not produce any commonly-found emissions, such as volatile organic compounds (VOCs) or hazardous air pollutants (HAPs).

“Given the tremendous acceptance we’re seeing in retail design and other visually-oriented markets, we wanted to give designers a new option for creating striking, memorable surfaces,” said DVUV’s President Michael F. Knoblauch. “We’re excited to be able to provide a finish solution that bridges the gap between beauty and functionality, giving designers a new way to use color to add visual impact while also eliminating headaches for project managers and the production people charged with building their designs.”

The new pearlescent shades are available now. Additional information including technical specifications and color samples are available at [www.dvuv.com/uvmax/pearl](http://www.dvuv.com/uvmax/pearl).

### **About UVMax<sup>®</sup>**

UVMax<sup>®</sup> finish is applied to medium density fiberboard (MDF) and other heat sensitive materials using a proprietary ultraviolet (UV) curing and powder coating. The UV cure process causes a photochemical reaction known as photo polymerization that reconfigures the molecular structure of the powdered pigment – resulting in an exceptionally durable

finish. The powder is applied in a spray booth where an array of nozzles spray all exposed surfaces evenly, providing continuous coverage on virtually any shape part without any seams. As a result, UVMax<sup>®</sup> can be used to add long-wearing color to fluid forms, contoured edges and 3-dimensional surfaces.

**About DVUV, LLC**

DVUV, LLC is the innovator in UV-cured powdercoated finishes for wood. After opening the first UV powder line for wood in North America, DVUV has refined the process and taken the lead in evolving the technology. The company is committed to creating new design possibilities and offering more environmentally sustainable alternatives. All of DVUV's finishes are completely solvent-free and emit zero volatile organic compounds (VOCs) or hazardous air pollutants (HAPs). DVUV provides turnkey production services in a range of industries from medical equipment to retail fixtures and displays, manufacturing finished parts to customers' specifications. Additional information is available at [www.dvuv.com](http://www.dvuv.com).

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