

FOR IMMEDIATE RELEASE

Erin Johnson
Marketing Director
Edgetech I.G. Inc.
Tel: (740) 439-6468

Edgetech I.G. Unveils SustainaView™ Campaign
*Super Spacer® SustainaView™ technology provides long-lasting
performance for residential and commercial applications*

Cambridge, Ohio – May 27, 2008 – “Going green” is more than buying energy efficient products. It’s about buying products with proven performance that will not only save energy now, but will continue to perform for many years – keeping windows in place longer and out of landfills. Responding to this growing need for sustainable products, Edgetech I.G. recently launched the SustainaView™ Window Technology marketing campaign that is designed to educate homeowners on the many environmental benefits of Super Spacer®.

“Super Spacer has revolutionized the industry since its inception and has proven itself over the past 20 years to retain its energy-saving benefits long-term,” said Erin Johnson, director of marketing, Edgetech I.G. “The SustainaView campaign gives a name to these benefits, providing easy-to-follow tools to help our customers sell their energy-efficient, sustainable products containing Super Spacer.”

SustainaView is a comprehensive marketing campaign featuring product literature, a DVD, posters and window labels – soon to be followed by a customized Web page. Among the product literature is a full-color brochure, designed to be clean and concise, that discusses how windows made with SustainaView technology help homeowners cut energy costs, while ensuring their new window systems will stand the test of time.

“We are very excited to offer this new, simplified literature at no cost to our customers,” Johnson said. “Products made with Super Spacer have some of the lowest seal failure rates in the industry and it’s important that our customers have the tools to relay this important message to homeowners.”

(more)

All SustainaView literature and much of Edgetech's other literature are produced using waterless printing on Forest Stewardship Council (FSC) certified paper. Waterless printing has the ability to produce high quality prints in the most sustainable and environmentally friendly way possible. The paper certified by the FSC is a distinction available to companies and organizations that produce or sell qualified forest-friendly products.

“Like Super Spacer, our product literature has a proven track record in the industry,” Johnson continued. “Our Health Smart Windows® campaign has been a great success, helping customers and dealers sell all of the high-performance features and benefits of Super Spacer. We know SustainaView will follow in its footsteps.”

To request a free copy of Edgetech's SustainaView literature, visit Edgetech's literature request page at www.sustainaview.com or call Ryan Kerch at (740) 439-6408.

Edgetech I.G. Inc. is a global leader in the fenestration industry producing Super Spacer® – the world's only TrueWARM®, all-foam edge seal product line that provides maximum condensation resistance, durability and energy performance. Through Edgetech's value promise – *We're there for you at every turn! 360®*—, the company goes beyond the manufacture of Super Spacer to offer a comprehensive portfolio of value-added products and services for the window, door and glass industries. With manufacturing facilities in the United States and the United Kingdom plus a distribution division in Germany, Edgetech's proven technology is improving the performance and energy efficiency of insulating glass systems worldwide. Edgetech is a fully-owned subsidiary of Lauren International, Inc., an Ohio-based extruder and molder of polymer based seals, gaskets and rubber components. Visit www.superspacer.com to learn more about the company's products, services and global initiatives. ***Edgetech - We're there for you at every turn! 360®.***

In the US, contact Edgetech I.G. at 800-233-4383, fax 740-439-0121; in the UK at + 44 (0) 8700 566844, fax +44 (0) 2476 639727, URL: www.superspacer.co.uk; and in Germany at +49 2131 606844, fax +49 2131 606843.