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FOR IMMEDIATE RELEASE

DAP Introduces Caulk Backer Rod For Filling Large Joints before Caulking

Closed-Cell Polyethylene Backer Rod Material Prevents Joint Failure and Saves on Caulk Usage for Superior Results

BALTIMORE, Md. (July 15, 2011) – This summer, DAP Products, Inc. is expanding its product offering to include DAP[®] Caulk Backer Rod to fill large cracks and gaps prior to caulking or sealing to prevent joint failure and save on caulk usage. Not only will the caulk bead look better and not sink into the gap, the DAP[®] Caulk Backer Rod can provide additional insulation and improved energy efficiency by preventing moisture and air from entering or escaping through the joint.

DAP[®] Caulk Backer Rod is a flexible, closed-cell polyethylene foam material that can be easily pushed into joints and then caulked over with just about any type of caulk or sealant. Each roll contains 20 feet of half inch diameter backer rod material, enough to fill around a standard 32" x 48" size window.

“For decades, consumers have trusted the DAP brand to seal gaps and cracks with our caulk and sealant products,” said Mike Gorman, vice president of marketing for DAP Products, Inc. “DAP[®] Caulk Backer Rod is the perfect addition to our product line. It simplifies the caulking process by helping do-it yourselfers achieve professional caulking results and helping professionals prevent callbacks by doing a perfect job the first time.”

DAP[®] Caulk Backer Rod can be used for both indoor and outdoor projects, such as foundations, wall joints, cracks in pavements and sealing around windows and doors.

To find a location where DAP® Caulk Backer Rod is available, please visit the “Where to Buy” section of the DAP website at www.DAP.com.

About DAP Products Inc.

DAP Products Inc. markets reliable, long-lasting products for contractors and do-it-yourselfers. Headquartered in Baltimore, MD., DAP is a leading manufacturer of caulks, sealants, adhesives, insulating foam, spackling, glazing and other general patch and repair products. For more information about DAP products and applications, visit our website at www.DAP.com. DAP Products Inc. also sponsors the DAP Help Line, a seven-day-a-week consumer hotline, 1-888-DAP-TIPS (1-888-327-8477).

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