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FOR IMMEDIATE RELEASE

## **DAPtex<sup>®</sup> Plus Multi-Purpose Foam Sealant Offers Easy- to-Use Application with Excellent Sealing and Insulating Performance**

**Product Seals, Insulates and Weatherproofs to Save Energy and Save Money**

**BALTIMORE, MD. (November 21, 2011)** – DAP Products Inc. has updated the packaging of its easy-to-use latex insulating foam, DAPtex<sup>®</sup> Plus Multi-Purpose Foam Sealant. The new packaging highlights the key unique features of this innovative technology such as easy water clean-up, no overexpansion, ability to be tooled and molded when wet and reusability for multiple applications. These features make DAPtex<sup>®</sup> Plus the best choice for filling large gaps, cracks and cavities in order to seal, insulate and weatherproof. Filling and sealing gaps and cracks helps to reduce heating and cooling costs while also making the home more comfortable in hot and cold temperatures.

DAPtex<sup>®</sup> Plus foam sealant features latex technology which allows for all around easier use for the consumer, especially the novice or light do-it-yourselfer. Unlike some polyurethane foams, the latex formula is easier to control during the application process as it doesn't over-expand and it remains flexible when dry. This makes it ideal for use during window and door installation as it won't bow, buckle or distort the frames. Also, DAPtex<sup>®</sup> Plus is toolable and moldable when wet so excess foam can be shaped to fit, whereas polyurethane foam must completely dry and then the excess foam has to be cut or sawed off. Finally, DAPtex<sup>®</sup> Plus cleans up easily from surfaces and hands with just soap and water. Polyurethane foams require solvents to clean up excess from surfaces caused by overexpansion.

In addition to easy water clean-up and worry-free expansion, DAPtex<sup>®</sup> Plus is paintable, water resistant and just one 12 ounce can of foam yields up to 500 linear feet of foam for great value.

“DAPtex<sup>®</sup> Plus delivers the user-friendly benefits of water clean-up, easy controllability and no overexpansion with the excellent sealing and insulating properties that pros demand. This

technology was pioneered by DAP to make the insulating foam sealant project easier and helps consumers seal their home to make it more comfortable and energy efficient”, said Michael Gorman, Vice President of Marketing for DAP.

Also, DAPtex<sup>®</sup> Plus does not contain isocyanates. DAP is in the unique position to offer a choice of two foam sealant technologies: latex with DAPtex<sup>®</sup> Plus and polyurethane foam with DAP<sup>®</sup> Kwik Foam<sup>®</sup>. Both of these products are safe to use when used as directed on the product packaging. DAP<sup>®</sup> Kwik Foam<sup>®</sup> is excellent for outdoor projects and larger gaps. The foam dries to form a durable, waterproof bond and is reusable for up to 30 days.

To find a location where DAP<sup>®</sup> DAPtex<sup>®</sup> Plus and Kwik Foam<sup>®</sup> are sold, please visit the “Where to Buy” section of the DAP website at [www.dap.com](http://www.dap.com). For questions about applying any DAP product, call the DAP Help Line at 1-888-DAP-TIPS.

**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](http://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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