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FOR IMMEDIATE RELEASE

## **DAP Products Inc. Announces New Product Line Targeting Professional Contractors and Remodelers**

*The DAP Spec Line First to Include Industry Specifications in Product Names, Removes Guesswork from Jobs*

**CHICAGO (Oct. 13, 2011)** – Today at the Remodeling Show 2011, DAP Products Inc. announced a new initiative and product offering targeted at residential building and remodeling professionals and contractors. The DAP Spec Line is the first full line of sealants and adhesives designed specifically to help professionals meet industry specifications for each job by including the required spec as part of the product name. With numeric labels that match proven industry specification standards, professionals can now easily select the best product for each job application. The DAP Spec Line is also the company's first complete product line designed for window and siding installations and applications.

“We developed the DAP Spec Line of products to meet the needs of professionals who can trust the product will not only meet industry specifications but also provide the quality and proven end-user experience that people know they can count on from DAP,” said Mark Longo, Vice President and General Manager, WDS Division. “The DAP Spec Line takes the guesswork out of the purchasing process and professionals can be certain they are getting the right product for the job every time.”

### **Product Simplicity With the DAP Spec Line**

To make selection even easier, the DAP Spec Line prints the Performance Facts right on the product, similar to the layout of a nutrition label. Performance Facts include the amount and coverage per cartridge, recommended use, features, specifications and other product details. Another innovation can be found on DAP® DYNAFLEX™ 920 Premium Exterior Elastomeric Sealant. This product line makes color matching simpler by indicating the color right on the label

with an actual swatch, along with a list of matching exterior building material colors from key manufacturers.

“As the most recognized product brand in the sealant and adhesive categories, DAP is now strategically targeting more professional user groups with the launch of the DAP Spec Line,” said John McLaughlin, President and CEO of DAP Products Inc. “With the WDS teams’ extensive knowledge of the market and DAP’s expertise in product innovation, we have created a bundle of products that we know will help the industry to provide best-in-class work for every job.”

Whether installing a window, door, siding, laying subfloor or hanging drywall, the DAP Spec Line offers a simple way to be sure the job meets the highest product and industry standards. The DAP Spec Line includes three main categories: DYNAFLEX to seal, DYNAGRIP to adhere and DRAFTSTOP to install.

The product listing is as follows:

**DAP® DYNAFLEX 230®**

This interior and exterior latex sealant meets federal specification TT-S-230C. DAP DYNAFLEX 230 combines outstanding durability and adhesion with superior paintability.

**DAP® DYNAFLEX™ 800**

This polymer sealant is tested in accordance with industry specification AAMA 800. It is ideal for installing and sealing around windows, doors, siding, trim and other penetrations where a tough, durable seal is required. It provides a watertight, weatherproof seal and will adhere to wet and damp surfaces.

**DAP® DYNAFLEX™ 920**

This high performance, exterior elastomeric sealant meets industry specification ASTM C920. Developed for professional siding and window installations, it provides a long-lasting elastomeric seal which helps prevent water and air intrusion. The extensive offering of colors – more than 100 colors available – provides an aesthetically appealing and finished look to any installation. DAP DYNAFLEX 920 can be applied in all weather conditions and will not wash away when exposed to rain prior to full cure.

**DAP® DYNAGRIP™ 557**

This drywall panel adhesive meets industry specification ASTM C557. Designed specifically for drywall and paneling installation, it is easy to apply and provides a bond that requires fewer screws or nails. DAP DYNAGRIP 557 reduces nail pops and helps limit air and sound movement between walls.

**DAP® DYNAGRIP™ 3498**

This subfloor and construction adhesive meets industry specification ASTM D3498. It can be applied to wet and frozen lumber and will extrude easily at temperatures as low as 20 degrees

Fahrenheit. DAP DYNAGRIP 3498 is ideal for reducing floor squeaks and improving the structural performance of the floor assembly.

### **DAP® DYNAGRIP™ FRP**

This multi-purpose panel adhesive meets industry specification ASTM C557. This high-strength, quick-grab, latex-based adhesive can bond a wide variety of building materials, especially the installation of fiberglass reinforced panels (FRP), tub surrounds and other decorative panels where the use of mechanical fasteners is limited. DAP DYNAGRIP FRP features low odor and easy soap and water cleanup.

### **DAP® DRAFTSTOP™ 812**

This low pressure window and door foam is tested in accordance with industry specification AAMA 812. DAP DRAFTSTOP 812 Low Pressure Polyurethane Window and Door Foam is a gun grade, low pressure polyurethane foam designed to fill gaps between fenestration products and rough openings.

### **The New DAP Spec Line Website**

With the availability of the new product line, DAP has also launched an interactive and user-friendly website that demonstrates the best product to use to meet the spec for each project. The new website is available today at [www.dapspecline.com](http://www.dapspecline.com). The freshly designed site includes the following:

- Rich content, including an introductory video, to demonstrate the product and application use.
- A complete description of products including SKU number, size, color options, tech data and MSDS.
- Streamlined “search options” with intuitive navigation.
- A color match database that allows contractors to find just the right color of DAP DYNAFLEX 920. Major manufacturers of exterior building products like siding and windows are all catalogued, so finding just the right color is easy.

### **About DAP Products Inc.**

DAP Products Inc. is the leading manufacturer and supplier of caulks, sealants, construction adhesives, insulating foams, spackling, glazing and other general patch and repair products. Headquartered in Baltimore, MD, DAP is consistently first-to-market with trusted, quality, reliable and long-lasting products for professional contractors, remodelers and do-it-yourselfers. 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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