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FOR IMMEDIATE RELEASE

EnduroShield® Launches Consumer Do-It-Yourself Easy Clean Glass Coating

*Reduces Cleaning Time By Up To 90 Percent And Helps Prevent Build-up of Bacteria, Lime Scale, and Soap Scum
The Invisible Coating Is Ultra Durable and Backed By A 3-Year Warranty*

LOS ANGELES – (March 2, 2013) – PCT Global announces the U.S. consumer launch of the innovative, new EnduroShield® Home Do-It-Yourself easy clean glass coating at the International Home + Housewares Show March 2-5, 2013 in Chicago at booth number N8544. EnduroShield Home DIY for glass is an invisible, non-stick, protective coating, which creates a barrier on all glass surfaces in the home, reducing cleaning time and build-up of mold and harmful bacteria.

Using state-of-the-art nanotechnology, EnduroShield seals the porosity of the surface and acts as a shield against staining and etching. EnduroShield Home DIY for glass repels both water and oil-based stains, including spots from hard water, lime scale, soap scum, as well as salt and pollution when used on exterior glass surfaces.

“Similar to a non-stick fry pan, EnduroShield reduces cleaning time by up to 90 percent and will keep glass looking cleaner for longer,” said Adrian Ray, Director of Americas, PCT Global. “We have been supplying the EnduroShield Professional product to the largest glass manufacturers and processors in the U.S. for the past four years. We are excited to bring this product to the U.S. consumer market, and to mimic the success we have had throughout Australia and across the globe with this product.”

Similar in benefits to the professional formula utilized world-wide by the largest glass fabricators and shower door suppliers, EnduroShield Home DIY kits are a consumer formulation developed for homeowners looking to treat existing shower doors and other glass surfaces. EnduroShield Home kits also carry a three-year warranty.

EnduroShield Home DIY kits work on all glass surfaces found in the home, including shower doors, glass railings and fencing, exterior windows, mirrors and glass backsplashes.

MORE



EnduroShield Home DIY for glass U.S. Launch (page 2)

“Untreated glass is porous, and as a result it absorbs pollution and contaminants, which cause deterioration and discoloration making the surface more difficult to clean,” says Ray. “EnduroShield seals the porosity of the glass, reducing the time and frequency of required cleaning. “

EnduroShield is easy to apply, long lasting, and environmentally friendly reducing water usage and eliminating the need for harsh chemical cleaners. EnduroShield Home DIY is packaged as a kit, which will cover up to 32ft² of glass. Included in the kit is EnduroClean pre-cleaner, a scrubber, a 2 fluid ounce spray bottle of EnduroShield coating, an application cloth, instructions, and warranty information. Suggested retail for the glass kits is \$44.99.

PCT Global manufactures an entire line of EnduroShield Home products, which provide protective coating for glass, tiles & grout, ceramic, porcelain and stainless steel surfaces. The company plans to introduce its product brand extensions to the U.S. DIY market following the launch of EnduroShield Home DIY for glass. EnduroShield Home DIY for Tile and Grout, which is applicable for use on all ceramic and porcelain surfaces and uses the same nanotechnology as EnduroShield Home DIY for glass. EnduroShield Home DIY kit for Tiles and Grout has the same benefits as the glass product and is applicable for use on existing tiles, toilets, sinks tubs and shower enclosures as it reduces the build-up of mold and harmful bacteria, helping to promote a germ-free environment.

About PCT Global

PCT Global is a manufacturer and distributor of protective coatings and cleaners for surfaces such as glass, ceramic, porcelain, stainless steel, tile and grout under the EnduroShield® brand name of products. PCT Global is accredited to ISO 9001:2008 international standards with a management team averaging more than 25 years experience, and 30-year industry veteran lead chemist. Developed with cutting edge nanotechnology, EnduroShield coatings are supplied to a world-wide network of manufacturers, distributors and customers. PCT Global supplies EnduroShield Professional to glass manufacturers and applicators in more than 25 countries, and has been independently tested and certified by TÜV Rheinland, Germany for both durability and easy to clean functionality over a simulated lifetime of 10 years. The consumer strength EnduroShield Home Do It Yourself (DIY) kits are marketed to hardware, tile and bathroom chains in multiple countries.

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