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NEWS

For Immediate Release



Once You Look, It's All You'll See.
Green Innovations in Lightweight Concrete™

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La Crème Exterior Ornaments Develops New Lightweight Concrete Accents To Meet Demand for More Choices

Launching our New Exterior Product and 60 page Catalogue at the Construct Canada Show 2006
November 29, 2006 to December 1, 2006 at the Metro Toronto Convention Center South Building
Booth 414

The *La Crème Style* Accent Collection adds dimension, formality and old-world charm.
In grand architectural styles, details are used liberally to touch multiple senses. The raised lines created with custom ornamental accents, for example, not only attract the eye but beg to be touched. That's why home buyers will appreciate the new *La Crème Style* Accent Collection architectural products created to add dimension and old-world finish to any exterior or interior wall, window, door or entryway. The complete line of capitals, bases, sills, keystones, window heads, cartouches, pediments and finials creates nearly endless opportunities for expression. They're lightweight, environmentally friendly, sustainable and recyclable. *La Crème Style* Accents are manufactured from inorganic materials and 70% post-consumer recycled glass using a patented composition that consistently provides a superior product. Proving less expensive than trim products made from natural stone.

Typical architectural trim profiles made from cut natural stone or custom cast stone must be individually crated, so they're expensive and have long lead times. The *La Crème Style* Collection delivers elegant, architecturally designed accents that are cost-effective and readily available.

La Crème Style Collection comes in its original gray cement color, complementing other architectural products. They are also ideal for use with Stucco, Stone, Brick and exterior insulated finish systems (EIFS).

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