



**For Immediate Release:**

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**MDC Wallcoverings Invites You to Go Beyond the Whiteboard**

*tabrasa™ by IdeaPaint dry-erase paint transforms unusable space into a hub of creativity and collaboration*

**Chicago, Ill. (June 15, 2009)** – MDC Wallcoverings is launching tabrasa™ by IdeaPaint, a high-performance dry-erase paint that easily transforms any space into a platform for teamwork and brainstorming. Marking the launch at NeoCon, exclusive distributor MDC Wallcoverings will be transforming Merchandise Mart's 10<sup>th</sup> floor with a live dry-erase mural created by noted illustrator Phil Lubliner.

"It's exciting to be working with a product that enables such originality and collaboration, furthering MDC Wallcoverings' commitment to bringing the contract world high-performance creative solutions," says MDC Wallcoverings Vice President of Sales Michael Glynn. "We are thrilled with this opportunity to facilitate a culture of idea sharing and to help people discover bigger, better and smarter thinking together.

tabrasa™ uses IdeaPaint's patented single-coat dry-erase paint technology, providing a low-cost, durable option for transforming any working environment into a writing surface without seams, borders or restrictions on size and placement. Water-based with lower VOCs, tabrasa™ is ideal for offices, schools, hospitals or virtually any project looking to turn unusable space into a collaborative environment.

"With tabrasa™, the application possibilities and unexpected ideas that will result are truly endless," says John Goscha, IdeaPaint's Founder. "It is with great pleasure that we are partnering with MDC Wallcoverings to bring this new professional version to the contract market."

tabrasa™ can be used on any paintable surface from entire walls or panels to columns, hallways or even over old and worn-out chalk and dry-erase boards. Offered in four exciting new colors in addition to standard white, it requires only one roller-applied coat to install and carries a ten-year warranty, making tabrasa™ the most cost-effective and high-performance dry-erase solution available.

On top of offering increased durability and flexibility, tabrasa™ requires far fewer raw materials and energy use during manufacturing and distribution compared to traditional dry-erase products. In addition, it conforms to all U.S. EPA regulations and produces zero off-gassing once dry, making tabrasa™ the most environmentally friendly dry-erase product available.

Attending NeoCon 2009? MDC Wallcoverings invites you to check out the showroom (#10-155) as the 10<sup>th</sup> floor is transformed with a live tabrasa™ dry-erase mural created by noted illustrator Phil Lubliner. Come add your artwork, try out the product, and watch the mural develop over the course of the show!

**MDC Wallcoverings Showroom: 10-155 (10th floor)**

MDC Wallcoverings

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#### **More about MDC Wallcoverings**

MDC Wallcoverings, a division of EPKO Industries, Inc., located in the suburbs of Chicago, Illinois, is one of the world's largest wallcoverings and coatings distributors. MDC Wallcoverings' forty-plus year history is a story of acquisitions coupled with the ability to provide customers with exceptional value, product selection and service. [www.mdcwall.com](http://www.mdcwall.com)

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