

NEWS

Contact: Imre Communications, 410-821-8220
Amy Montgomery, amym@imrecommunications.com
Kyle Rubeling, kylerr@imrecommunications.com

NEW DAP® KWIK SEAL® 3.0 ADVANCED ADHESIVE CAULK WITH MICROBAN® SAVES TIME ON KITCHEN AND BATH PROJECTS

DAP® 3.0 Is All You Need To Know!™

BALTIMORE, MD (June 2008) – Revolutionary DAP® KWIK SEAL® 3.0 is all you need to know for caulking and sealing the kitchen and bathroom. It's technically superior with greater adhesion and flexibility so it will not crack. And thanks to innovative Kwik Dry® Technology, it's ready to go in only three hours.

While traditional latex and silicone kitchen and bath caulks may need a 24-36 hour waiting period, DAP® KWIK SEAL® 3.0 forms an outer skin that withstands water and moisture after just three hours, drastically reducing the waiting time between caulking and using the area. That's eight times faster than typical caulks and sealants. Both DIYers and contractors alike can save time and money by finishing the job faster and reducing the chance for errors. Caulk and shower the same day!

When compared to silicone sealants, DAP® KWIK SEAL® 3.0 is easier to tool and less stringy. Its superior flexibility and adhesive strength ensures a permanently watertight seal that won't crack or shrink. So the job is done once, done perfectly and done for good. And unlike silicone, DAP® KWIK SEAL® 3.0 can be painted.

In addition to providing a waterproof seal, DAP® KWIK SEAL® 3.0 is formulated with MICROBAN® Antimicrobial Product Protection, which fights the growth of bacteria, mold and mildew that cause odors, stains and degradation of the caulk. MICROBAN® Antimicrobial Product Protection neutralizes bacterial and fungal growth where it lives and breeds. This means that the bead of caulk will be easier to clean and will stay cleaner between cleanings.

“DAP® KWIK SEAL® 3.0 Advanced caulk offers the best of the best in sealant attributes,” said David Fuller, vice president of marketing for DAP. “Not only does it provide washout resistance and worry-free performance, but it has the same great benefits you would expect from a premium sealant. Consumers can avoid the confusion in the caulk aisle and reach for the best – DAP® KWIK SEAL® 3.0 is all you need to know.”



You'll
find us
in all
the
right
places.®

DAP® KWIK SEAL® 3.0 Advanced Adhesive Caulk with Kwik Dry® Technology is ideal for caulking and sealing around tubs, showers, sinks, backsplashes, countertops, toilets and repairing loose tiles. It adheres to many surfaces such as ceramic tile, glass, porcelain, natural stone, vinyl, polystyrene, wood, metal, drywall and painted surfaces. And it has extremely low odor and VOC content and comes with a lifetime guarantee.

To find a location where DAP® KWIK SEAL® 3.0 Advanced Kitchen and Bath Adhesive Caulk with Kwik Dry® Technology is available, please visit the “Where to Buy” section of the DAP Web site at www.dap.com.

About DAP Products Inc.

DAP markets reliable, long-lasting products for contractors and do-it-yourselfers. Headquartered in Baltimore, MD, DAP is a leading marketer of caulks, sealants, adhesives, insulating foam, spackling, glazing, and other general patch and repair products. For more information about our products visit our website at www.DAP.com. DAP 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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