

For more information, please contact:

Kent Rotert
Colorbiotics
(515) 956-2348
kent.rotert@colorbiotics.com

Randy Happel
Two Rivers Marketing
(515) 557-2064
randyh@2rm.com

COLORBIOTICS[®] INTRODUCES NEW SHADE OF COLORANT FOR MULCH
“Cherry Brown” is a deep rich brown color with just a tint of red

At a Glance

The newest shade of colorant to join the Colorbiotics family of products, Cherry Brown combines the deep richness of dark brown with a unique red tint to form a distinctive mulch colorant option for landscapers. Offered through the Select[®] and Mulch Magic[®] colorant lines, Cherry Brown is available immediately and can be ordered in both tote and drum packaging options.

AMES, Iowa — Colorbiotics, a leading developer and manufacturer of landscape coating products, has introduced a new shade of mulch colorant. Aptly named Cherry Brown, the new color combines a deep, dark brown with just a unique red tint to provide an extraordinary rich hue. Cherry Brown is available through the Select and Mulch Magic colorant lines offered by Colorbiotics.

“The introduction of Cherry Brown offers landscapers a unique color option,” says Kent Rotert, manager of marketing and new business development for Colorbiotics. “The new color is the perfect compliment to many commercial and residential landscape areas. When surrounded by mulch colored with Cherry Brown, individual plantings seem to stand out more and take on a deep, healthy-appearing color all their own.”

Cherry Brown was developed by an experienced team of Colorbiotics research and development professionals and like all Colorbiotics product offerings produced under strict International Organization for Standardization (ISO) 9001 guidelines that ensure consistency and quality. Prior to being introduced, the new colorant offering underwent rigorous indoor and outdoor testing to insure it meets the levels of strength, hue and opacity standards required by Colorbiotics.

Cherry Brown colorant is available immediately and will be offered in both tote and drum packaging options.

More information about Colorbiotics products and services can be found on the company’s Web site at www.colorbiotics.com.

Page 2

####

Colorbiotics focuses exclusively on the research, development, production, sales and support of landscape coating products. All products are developed and manufactured under strict ISO 9001 standards.

Colorbiotics, the Colorbiotics Logo, Select, Mulch Magic, and Starburst are registered trademarks of Becker Underwood in the U.S. and/or other countries. Impact is a trademark of Becker Underwood in the U.S. and/or other countries.

Please send all reader inquiries to:

Kent Rotert
Colorbiotics
PO Box 647
Ames, Iowa 50010
kent.rotert@colorbiotics.com

Please send all sales inquiries to:

info@colorbiotics.com