



***FOR IMMEDIATE RELEASE***  
**IT'S NOT A DOOR WITHOUT ENDURA.™**

Endura Public Relations Contact: Allison Domm  
(336) 668-2472 x4019 [adomm@enduraproducts.com](mailto:adomm@enduraproducts.com)

## **90 Day Primer Gives Extra Protection to Field Exposure**

*Greensboro, N.C. – October 2006.* – As part of a continual product enhancement effort, Endura Products is pleased to announce that our standard 30 day primer will be upgraded to a 90 day primer and will be applied to all FrameSaver® No Rot Exterior Door Frames as well as to all standard door frame components. 60 EXTRA days in the field, 60 EXTRA days of weather exposure, 60 EXTRA days before the finish coat is required!

Primers are designed to protect against weather elements and to improve the adherence of finish coats. Certainly not all primers are alike. Typical primers have a 30 day protection and while the “hide” makes the product look protected, it is not always an indication of good top coat adherence. Field testing of several primers in real weather conditions resulted in wide variances of performance. The 30 day primer test subjects showed a significant (30%) loss of top coat adhesion. Endura’s new 90 day primer showed extra protection with very little (less than 10%) loss of top coat adhesion after outdoor testing.

Some of the most frequent causes for field applied paint failures include: 1) field exposure duration beyond capability of primer, 2) the wood is not fully dry when top coated, and 3) the topcoat is applied outside of recommended temperature ranges. A good performance primer offers extra protection against the first cause, but will not resolve the paint failures that result from the second and third causes.

The new primer Endura has identified will standardize the quality of the primer in both FrameSaver's Texas plant and Endura's North Carolina plants. This new 90 day primer has already been established in Texas, and North Carolina will begin using it in production in November.

Supply the Brand Builders Demand™ with FrameSaver's "Rot Proof Solutions for Your Home™". Builders demand products that will resist rot and reduce costly repairs. No matter how well a home is built, over time water and insects will come in contact with exterior door frames. FrameSaver prevents rot at the base of exterior door frames where problems begin. FrameSaver's patented technology and unlimited lifetime warranty provide you the confidence that no competitive product is equal to FrameSaver.

For more information about FrameSaver and Endura’s line of door component systems, call 1-800-334-2006 or visit [www.enduraproducts.com](http://www.enduraproducts.com).

### **About Endura Products, Inc.**

Endura Products, Inc. manufactures entry door component systems that improve door construction, door installation and long-term performance in the home. Endura components improve functionality, maximize the seal between the door and the opening, and reduce air and water infiltration.

### **About FrameSaver**

Based in Nacogdoches, Texas, FrameSaver is the market leader in technology-based, moisture proof, wood frame solutions for the building and construction industries. Utilizing patented, rot-resistant ends, FrameSaver produces the only wood door frame that eliminates “callbacks” for the building and construction professional. Offering a lifetime guarantee, the FrameSaver line of products includes wood frames for doors and garages.