

ALBUQUERQUE, NM, October 01, 2013 **/24-7PressRelease/** -- PureColor Inc., the market leader in sustainable wood finishes, announced today their newest collection of wood stains, EvenGrain. The EvenGrain Collection is the first wood stain developed exclusively for door and millwork manufacturers. The collection consists of three different products, EvenGrain Woods for solid and veneered wood doors. EvenGrain HDF for hardboard composite doors, and EvenGrain MDF for millwork and door trim packages.

"The EvenGrain Collection is important for door and millwork manufacturers because it produces beautiful results on any substrate, lowers production costs and creates new market possibilities for these producers," stated Scott Caruso, President of PureColor. "EvenGrain is an economical process that answers the call from manufacturers looking to meet the market demand for ecofriendly and prefinished interior door and trim packages," added Caruso.

"EvenGrain is definitely innovative and exciting news for the prefinished millwork market and Setzer is eagerly developing green prefinished products using PureColor's EvenGrain Collection," said Jeff Setzer, Owner and President of Setzer Forest Products.

Like PureColor's flagship product, Enchantment , the EvenGrain Collection ships and stores dry in PureColor's "Stain in a Box" packaging, contains Zero VOC's and is applied with either manual or automated equipment. EvenGrain is a no wipe product. PureColor also produces PureShield, high performance and ecofriendly clear coat products specifically for use with EvenGrain.

About PureColor: PureColor, Inc. produces sustainable wood finishes for the OEM and Architectural coatings market. PureColor's products mimic Mother Nature's process of creating durable and beautiful color in any wood species or substrate. PureColor's patent pending technology creates high performance, odorless, Zero VOC products. PureColor Inc. is headquartered in Albuquerque, New Mexico.

PureColor Inc., EvenGrain, Enchantment and PureShield are trademarks of PureColor Inc.

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