



Contacts: Kate Ryan  
302-999-5708  
[kate.ryan@usa.dupont.com](mailto:kate.ryan@usa.dupont.com)

Susannah Griffiths/Sarah Shank  
202-729-4091/202-729-4186  
[susannah.griffiths@ogilvypr.com](mailto:susannah.griffiths@ogilvypr.com)  
[sarah.shank@ogilvypr.com](mailto:sarah.shank@ogilvypr.com)

## **DuPont Surfaces Offers Exclusive Design Tool to Specialty Retailers**

*My Room Designer Helps Visualize Countertop-Cabinetry Aesthetics Using Personal Digital Images*

CHICAGO, April 11 - 13, 2008 – Point, click, design. Helping customers select the perfect surface for their kitchens and baths has become easier for specialty retailers thanks to DuPont Surfaces and its exclusive online tool, *My Room Designer*. Over the next year, the surfacing leader is rolling out the online resource to 5,000 retailers and in-home professionals, giving them the ability to help homeowners visualize their ideal combination of countertops and cabinetry.

“Our goal is to help retailers help their customers overcome one of the primary barriers to decision making, which is color choice,” says Maureen McGeehan, marketing manager – DuPont Surfaces. “Using our tool along with a specialist consultation, consumers can digitally see how a variety of colors will look in their own kitchen to make a more confident, speedy selection.”

*My Room Designer* allows retailers to upload a digital photograph of a client’s kitchen or bath and project a variety of countertop surfaces and cabinet colors over the original image. Surface choices include DuPont Surfaces such as Corian®, Zodiaq® and Granite Certified by DuPont™, as well as generic materials such as laminate, tile, butcher block, concrete, stainless steel and alternative stone.

“At DuPont we aim to provide cutting edge tools that drive personal expression,” says McGeehan. “Ideally, having the ability to view different surface combinations will inspire the exploration of one’s individual taste and style.”

In residential environments, DuPont™ Corian® can be used in a variety of applications including kitchen and bathroom countertops, backsplashes, vanities, wet bars, fireplace surrounds, tub decks and tub and shower surrounds. Corian® is non-porous and, with proper cleaning, does not promote the growth of mold, mildew or bacteria. Corian® ranges from approximately \$40 - \$75 per square-foot installed and includes a 10-year residential installed transferable limited warranty from DuPont. Pricing varies on complexity, color and project location.

In residential environments, DuPont™ Zodiaq® can be used in a variety of applications including kitchen and bathroom countertops, backsplashes, wet bars, fireplace surrounds, tub decks and tub and shower surrounds. DuPont™ Zodiaq® is non-porous and when properly cleaned does not promote the growth of mold, mildew or bacteria. DuPont™ Zodiaq® ranges from approximately \$50 - \$125 per square-foot installed and carries a 10-year residential installed transferable limited warranty from DuPont. Pricing varies on complexity, color and project location.

DuPont Building Innovations is a strategic business unit of DuPont that manufactures and markets Corian® solid surfaces, as well as Zodiac® quartz surfaces and Granite Certified by DuPont™. DuPont™ Corian® is a well-known global brand in the solid surface category. More information on the entire DuPont Surfaces portfolio is available at [countertops.dupont.com](http://countertops.dupont.com) or by calling 800-4-CORIAN (DuPont™ Corian®) or 877-229-3935 (DuPont™ Zodiac®).

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

# # #

4/08

The DuPont Oval, DuPont™, The miracles of science™, Corian®, Zodiac®, and Granite Certified by DuPont™ are registered trademarks or trademarks of DuPont or its affiliates. Only DuPont makes Corian® and Zodiac®.  
© Copyright 2008 E.I. du Pont de Nemours and Company. All Rights Reserved.