



FOR IMMEDIATE RELEASE

NewLook and WerkMaster Join Forces!

Salt Lake City, UT – July 1, 2011 – NewLook International, Inc. and WerkMaster Grinders & Sanders, Inc. are pleased to announce a newly established partnership. NewLook, a Salt Lake City-based firm, manufactures and distributes a comprehensive range of concrete color stains and polishing densifiers and sealers. WerkMaster, a Vancouver-based firm and a division of the Werk Industries Groups of Companies, pioneered dry polishing systems for concrete, terrazzo & stone, featuring their Ultra-Flex Plug 'N Go tooling system.

The co-sponsoring partnership entitles both partners to promote the others' brand in their marketing campaigns and training programs. "We see that the focus on education is a key to success. It provides us the best way to communicate with clients directly, which in turn promotes our innovative answers to fill their needs," explains Brian Wilson, President of WerkMaster. NewLook's corporate facility in Salt Lake City will now be an alternative training location for WerkMaster. This also means that customers will be able to source WerkMaster's equipment from NewLook and vice versa.

Both WerkMaster and NewLook believe their newly formed alliance will be successful in part, because of the complimentary attributes of their product systems. "There is a lot of synergy between WerkMaster's system and our own," explains Jacob Webb, Co-Founder and Vice President of NewLook. "Our NanoSet™ Polishing System—particularly our NanoSet™ Protector and our NanoSet™ Cleaner—can be used with WerkMaster's System to achieve a highly sustainable shine with fewer steps involved than with comparable solutions." Likewise, WerkMaster's System allows one to either follow or flatten a floor to within 1/8" from the wall, cutting significant labor time in edging alone. "Saving time is only one aspect we foresee in benefitting our clients with this alliance," adds Wilson.

The training courses held at either company provide certification diplomas for professional installers. Each product and their respective system will be incorporated into the training program of the other partner. "This agreement was a no-brainer for us," says Brian, "Both WerkMaster and NewLook take customer training very seriously. That is why we both feel comfortable with the idea of allowing a partner to responsibly represent each other's brand. We're also excited about the ability to offer NewLook's proven system of stains to our customers as 'The Official Stain of WerkMaster'. Many of them do not currently appreciate how stains can be a significant part of their business, by expanding their expertise."

According to Wilson and Webb, the motivation behind such a partnership is highly strategic. "We foresee the joining of two specialized, and yet complimentary businesses as highly beneficial for all our clients," explains Wilson. Mr. Webb clarifies saying, "the first is to drive sales for our complimentary solutions; second, we expect to increase brand awareness for both organizations; and third, this will help us to expand our customer base." Brian adds, "In doing so, our clients will become fully aware of all that these innovative system's can do for them to expand their ever changing market."

NewLook® is the industry leader in innovative and premium decorative concrete solutions. Industry professionals and property owners have used NewLook's revolutionary and proven Concrete Color Maintenance System™ since 1989 to dramatically enhance the image of their concrete. NewLook was founded on the principle of innovation and manufactures of a broad range of decorative concrete solutions, including concrete preparation, staining, polishing, maintenance and installation products.



NewLook's products are distributed through specialty concrete supply resellers both domestically and internationally.

WerkMaster is an innovative manufacturer committed to revolutionizing the global floor finishing industry. WerkMaster™ pioneered the **Octi-Disc™ Technology** in 2005. WerkMaster's patented 8 Head **Octi-Disc™ Technology** grinds, edges, polishes, buffs, burnishes or sands and screens surfaces to within **1/8" or 3 mm of a wall!** Our new patent pending **ULTRA-FLEX Plug 'N Go System** is a major advancement in tooling design. It allows WerkMaster machines to not only flatten a floor, but to follow a wavy, uneven floor using the same tools and drive plates on all floor surfaces. What WerkMaster has achieved thus far, truly is revolutionary in how it is able to outperform it's competitor's technology on any hard surface floors, stairs or countertops!

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