

Emerging Applications Award Submission

The 2010 RadTech Emerging Applications Awards will be presented at the upcoming RadTech UV/EB Technology Expo & Conference 2010, May 23-26, 2010, Baltimore, MD. Award nominees must be end users of UV and/or EB technology. Nominees must be willing to travel to Baltimore to attend awards dinner; and offer detailed background information to RadTech on the winning application, technology utilized, and their company, for a RadTech press release.

Application Title/Name:

Portable UV Equipment and Coatings Emerge into Homes and Businesses

Name, Title, Company Affiliation and Contact Information of Nominating Person:

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Name(s), Title(s) and Company(s) Affiliation and Contact information of Nominee(s):

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Description of Application:

Please give as much detail as possible without revealing any proprietary information about the end use application of UV and/or EB. Be certain to point out how the use of UV and/or EB makes this application unique so that is obvious it is “emerging”.

Appearance is a key marketing attribute for businesses; unfortunately, many stores are sacrificing their look to stay afloat in our down turned economy. Today, many stores are simply cutting back on maintaining their flooring because they cannot afford to close their doors while maintenance crews sand, coat and buff the floors. It's a trade-off, but one that is becoming more and more prevalent.

Fortunately, an emerging technology is making it feasible for business owners to have beautiful, durable, lustrous hardwood floors because with this new process there's no down time, no lost business and as an added benefit, the application method is green. Crews are able to apply a 100% waterborne coating and

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cure the material with a portable UV floor machine—all before the doors open up for business the next day.

New to UV technology, one hardwood flooring company, Sandmasters, Inc., located in Saukville, Wisconsin has successfully introduced this latest concept into the marketplace. Since January 2010, Sandmasters has coated and cured 30,000 square feet of hardwood floors in homes and businesses. Of the 110 refinishing jobs done this year, more than one-third have been completed with the UV process.

Before launching into UV technology, the company spent several months testing the coatings from Professional Coatings, Inc. and portable UV equipment from Adastr Technologies, Inc. They analyzed the performance of the coatings on traditional tongue and groove and pre-finished flooring, while learning the proper techniques of applying the material and operating the Circa 2000 portable UV floor machine. Its preliminary tests proved the coatings are more durable, enhances the appearance and makes cleaning easier.

Sandmasters, which has been in the hardwood flooring business for 24 years, is excited about this emerging technology because of the many benefits it offers to its hardwood floor customers. “This emerging technology gives the customer a product that is very durable, and has a soft, warm look that only hardwood floors can achieve,” said Peter J. Kowalchuk, President of Sandmasters.

The hardwood flooring industry continues to grow in popularity because the product is easy to clean, durable and attractive. The downside is the flooring must be maintained to preserve its luster, and the traditional process uses solvent-based products that are harmful to the environment, smelly and take several days to completely cure. To achieve maximum hardness it can take 6-14 days using a catalyzed coating and up to 30 days for a non-catalyzed finish. If a floor is exposed to traffic before it’s fully cured, scuffing, scratching and premature wear can occur requiring more maintenance and cost.

On the flip side, 100% waterborne coatings only need a few hours for evaporation and lamp curing before the floor is ready for use.

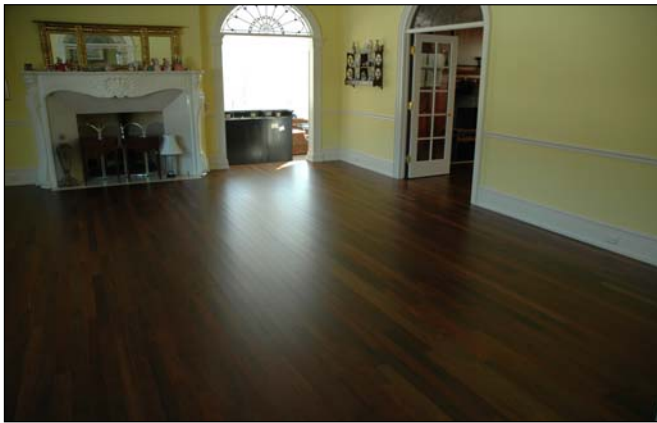
Although the cost of UV coatings and investment in UV equipment is higher than traditional finishes, customers are willing to pay the added expense because of the trade-off in time saving. For Sandmasters, the decision to introduce UV to its customers is also driven by stricter environmental regulations. The company recognizes that there’s an ever-increasing need for durable, low odor and VOC compliant coatings.

It is clear that an emerging technology is taking hold in southeast Wisconsin and northern Illinois.

Other

Please add any additional information you would like considered as part of this application
(see below)

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*UV Coated Hardwood Floors by
Sandmasters, Inc.*



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