



Basic, LLC
P.O. Box 3127
Toledo, OH 43607-0127

For Immediate Release

October 20, 2008

**Contact: Requill Buchanan
 Betco Corporation Marketing Department
 Direct: 419-725-3802**

Basiccoatings.com Upgraded and Enhanced

Basic, Toledo, OH- Basic is proud to announce the launch of the new www.basiccoatings.com website. This newly redesigned website features enhanced navigational tools, improved keyword search results, and tons of features that make using Basiccoatings.com easier than ever. The user-friendly layout makes finding product information on Basic's innovative products like TyKote® and StreetShoe® effortless. Print MSDS sheets, complete product brochures and literature on demand from your computer in mere seconds. View archives of WaterWorks, Basic's quarterly newsletter and press release at your convenience. You can even register to win a free Basic Carhartt® jacket during the relaunch of the best website in the wood flooring industry.

Basiccoatings.com is a great resource for all your wood flooring needs. Be one of the first to experience the new website. See for yourself and log onto www.basiccoatings.com today!

Basic is a leading manufacturer of proven high-quality wood floor coatings, maintenance products, and floor care equipment for commercial and residential use. For more information about Basic Coatings or our products and services please call our Customer Service department at 1-800-441-1934 or visit www.basiccoatings.com.