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## ***Loxcreen Flooring Group undergoes re-brand!***



**Mississauga, ON:** In December 2012 when M-D Building Products (Oklahoma City) completed the acquisition of The Loxcreen Company (Columbia, SC), this meant that M-D was now the proud owner of some of the most respected brands in the industry. Brands like Shur-Trim, Bengard, Dura-Trim, KinTrim and Loxcreen Floor Covering Accessories were now part of the M-D family of businesses.

With so many well-known brands under the M-D umbrella, the time was right to consolidate and simplify our market presence under M-D Building Products. We launched the new corporate branding strategy to all customers this past week. M-D Building Products will replace Loxcreen Flooring Group on all future product labels, marketing materials, social media, as well as directly all our customers to a fully re-designed website, [www.mdbuildingproducts.com](http://www.mdbuildingproducts.com)

## ***M-D Building Products - Four strong product families form the pillars of our organization...***



Shur-Trim – M-D understands the importance of this brand name and the recognition of quality & trust. The brand name has stayed distinctive with the iconic chevron. (Carpet Metal, Vinyl, and Wood & MDF).



PROVA - the decade old brand name of ceramic and stone installation accessories has quickly established itself as a proven, reliable and high performing product line in the M-D family.



M-D - Our products are market leading in the category of weatherization under the M-D brand. M-D has a rich history of product development and manufacturing expertise. Beginning in 1920 as Macklanburg Duncan, the M-D story encompasses almost 100 years of innovating and manufacturing products demanded by our customers.



DuPont - the branding guidelines have been consistent for over 200 years and is one of the most trusted and well-known brand in the world. DuPont is the first name with world class brand equity to enter the caulk and sealant business in over 53 years.