



Contact:  
Ben Arens  
L.C. Williams & Associates  
barens@lcwa.com

**New Sealant Repels Water, Dirt, Stains & Mildew – Revolutionizing Home Improvement and Care**  
*DAP® KWIK SEAL ULTRA™ Keeps Kitchens & Baths Looking Clean, Fresh and New*

**BALTIMORE – April 12, 2016** – Kitchens and bathrooms are two of the most heavily used areas of the house, leaving many homeowners challenged with dirty and unsightly caulk from mold, mildew, dirt and stains. DAP Products Inc., a leader in the home improvement and construction products industry, has developed a solution with its latest industry innovation, KWIK SEAL ULTRA™ Premium Siliconized Kitchen and Bath Sealant. Engineered with groundbreaking sealant technology, DAP® KWIK SEAL ULTRA™ repels water, liquids, soap scum, stains and dirt so the sealant is easy to clean and stays looking fresh and new.

**Repels Water, Dirt & Stains**

Mold, mildew, dirt and stains can make sealants in kitchens and bathrooms look dirty and unsightly. Scrubbing away dirt and stains or replacing mildewed caulk is hard work and time consuming. DAP KWIK SEAL ULTRA changes the game with its advanced ultra hydrophobic technology. Mildew can't grow, stains won't stick and dirt rinses off.

“Consumers—do-it-yourselfers and professionals alike—want a kitchen and bath sealant that is going to stay looking clean and new with minimal effort,” said Jennifer Johnson, Group Product Director at DAP. “KWIK SEAL ULTRA delivers on both by repelling water and dirt to provide a longer-lasting, cleaner looking bead of caulk.”

**Lifetime Mold & Mildew Resistance Guarantee**

KWIK SEAL ULTRA stays mold and mildew free for the life of the sealant and is backed by a lifetime guarantee. It has unparalleled stain proof protection, resisting the toughest stains such as grape juice, coffee, wine, mustard and more. It is 100% waterproof and crack proof and safe for all surfaces, even granite and marble.

**Easy Application for All Users**

Applying a sealant has never been easier with DAP KWIK SEAL ULTRA. Not only is it ready for water exposure in just four hours, saving you time and putting the area back in use sooner, but it also applies smoothly, cleans up easily with soap and water and is low in odor, making it ideal for DIYers and pros when working in enclosed spaces.

DAP KWIK SEAL ULTRA is available at your local home improvement retailer in 10.1 fl. oz. cartridges and 5.5 fl. oz. squeeze tubes in white, clear and biscuit to match the most common kitchen and bath fixtures. For more information visit [www.dap.com](http://www.dap.com).

**About DAP Products Inc.**

DAP manufactures reliable, long-lasting products for contractors and DIYers. Headquartered in Baltimore, Md., DAP is a leading manufacturer of caulks, sealants, adhesives, insulating foam, spackling, glazing and other general patch and repair products. For more information about DAP products and applications, visit our website at [www.dap.com](http://www.dap.com).

###