

Midwest Prefinishing, Inc.

2310 Pinehurst Drive, Middleton, WI 53562
608-836-3667 Fax: 608-836-9536 www.midwestprefinishing.com

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For immediate release:

Midwest Prefinishing Introduces *FiberGrain*: A new finish to enhance the look of woodgrain on fiber-cement siding

Midwest Prefinishing's exterior division, Sun Prairie, WI, introduces their new *FiberGrain* finish for fiber cement siding. *FiberGrain* enhances the look of woodgrain by combining solid-color paint, multiple coats of semi-transparent stain, and a treatment to produce highlights. It is available in 6 colors through fiber cement siding distributors.

Fiber-cement siding is only one of several product categories prefinished by Midwest Prefinishing. Their plant in Middleton prefinishes doors, stair and cabinet parts, and mouldings. Al and Georgia Larson founded the company in 1984 to prehang doors and to supply millwork. They added prefinishing in 1988, and by 1994, converted the company exclusively to prefinishing.

Owner and Vice President, Mark Larson, developed their prefinishing systems and processes for consistency, capacity, and quality. During the past 15 years, the robust economy presented the challenge of keeping pace with growth. But today, Mark sees a different challenge: "We look for new markets for our prefinishing services. *FiberGrain* and its solid-color counterpart, *FiberSolid*, are two new additions to our family of finishes. We will typically find a way to prefinish almost any product capable of moving through our system, often installing special machinery in the process. We like the challenge."

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If you would like more information about *FiberGrain* or would like to schedule an interview, please call Mark Larson at 608-836-3667 or e-mail him at mlarson@prefinishing.com