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Novik® Reinvents Luxury with NovikShake's Innovative StainNatural™ Collection

QUEBEC CITY, QC – Novik®, the premier brand featuring shake, stone and related products that replicate the natural beauty and texture of wood and stone materials, has reinvented luxury by defining a new category of natural-look shake products. Bringing realism to new levels, NovikShake's StainNatural technology is the only one in the industry to offer a wood stain on a polymer shake.

The rich, elegant StainNatural Collection installs quickly and easily and is impervious to moisture, so it is very low maintenance. Available in six natural colors inspired by nature, StainNatural features a semi-transparent wood stain that enhances the wood-grain texture.

"We are excited to bring StainNatural's unique color collection to the industry as a game-changer in home exteriors," said Ralph Bruno, President, Novik Sales Corp. "StainNatural is ahead of the curve in realism and elegance."

Other innovative Novik products creating demand in the industry include NovikStone, a rich, natural looking stone product that replicates the elegance of stone but installs easier than siding. Impervious to moisture and therefore perfect for ground contact, it is available in many different styles, such as Dry Stack, Stacked Stone River Rock and Brick.

For more information about Novik's products and to check out the new site, visit www.novik.com.

ABOUT NOVIK
Novik® is the premier brand featuring NovikShake™, NovikStone™ and related products that completely reinvent luxury for your home. These products replicate the natural beauty and texture of wood and stone materials that are in demand for today's designs. With easy installation, low maintenance and exceptional performance, Novik products are a perfect fit for builders, contractors, facility managers and consumers who take pride in the aesthetic appearance of their home or building. For more information, visit www.novik.com.