



# NEWS RELEASE

For Immediate Release  
Contact: Lisa Bialcki @ 847-816-2037  
Or LisaBialecki@ModernMasters.com

## **An Easy, Affordable Alternative to Countertop Replacement *Introducing Modern Masters® COUNTERTOP Transformations™***

The kitchen has long been viewed as the heart of a home – a place where family and friends congregate – an expression of a homeowner’s style and personality. From a financial perspective, it’s also recognized that a stylish, well-functioning kitchen significantly contributes to a home’s overall value.

Perhaps that’s why, despite a sluggish economy, more than 6.5-million kitchens were remodeled in 2008, according to the National Kitchen and Bath Association. While cabinet replacement ranked number one in kitchen renovations, countertop replacement came in a strong second. With the high cost of new countertops – granite can cost over \$10,000 – 23 percent of homeowners who remodeled their kitchens opted to keep their existing countertops.

“Research reveals that homeowners today are looking for countertop materials that are durable and functional, yet appeal to their sense of style. Since the kitchen occupies a highly visible space in most homes, some homeowners would rather delay replacement than settle for anything less,” says brand manager Ashley Lehrmann.

Fortunately, now there’s an affordable alternative that gives old laminate countertops a premium designer finish without the expense or mess associated with replacement -- Modern Masters® COUNTERTOP Transformations™.

An innovative, do-it-yourself decorative coating system that can replicate the look of today’s most sought-after countertop materials – like natural stone – COUNTERTOP Transformations™ gives homeowners the ability to transform their countertops, providing a durable, new finish at a fraction of the cost of replacement. The quick and easy coating system eliminates the need to hire a contractor and the mess associated with countertop

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replacement. In fact, COUNTERTOP Transformations™ is so quick and easy, do-it-yourselfers can give an old, tired or damaged laminate countertop a fresh, new high-end look in less than a weekend.

“COUNTERTOP Transformations™ is a highly durable and permanent alternative that’s guaranteed to last for years,” says Lehrmann. “And, the system is so simple to use, anyone who can paint can achieve beautiful results.”

With COUNTERTOP Transformations™, do-it-yourselfers can create a beautiful and durable finish, in just a few easy steps:

- *Step 1:* Prepare the countertop for coating.
- *Step 2:* Apply the Adhesive Base Coat.
- *Step 3:* Spread and sand the Decorative Color Chips.
- *Step 4:* Apply the Protective Top Coat. It’s that simple.

Its anti-microbial finish will not mold or mildew and is non-yellowing and can stand up to daily wear and tear. And, COUNTERTOP Transformations™ is available in a variety of on-trend finishes to coordinate with any décor, including Pebbled Ivory, Desert Sand, Canyon Brown, Quarry Stone and Charcoal – the most sought after “neutrals” in kitchen décor. And, since COUNTERTOP Transformations™ can be reapplied over itself, it’s easy to update countertops when it’s time to redecorate.

Modern Masters® COUNTERTOP Transformations™ is available exclusively at Lowe’s. Suggested retail is \$248. For more information about COUNTERTOP Transformations™ and other kitchen decorating ideas, visit [ModernMastersTransformations.com](http://ModernMastersTransformations.com).

Recognized as a leader in the development of innovative products for the decorative painting, faux finishing and the theme/entertainment markets, Modern Masters® is the number one supplier of high-end decorative and specialty water-base products worldwide. It’s high-end metallic paints, Venetian plasters and other specialty finishes have been used at some of the most prestigious and high-profile properties around the world including the Kodak Theatre in Hollywood, Buckingham Palace and the Plaza Hotel in NYC. Modern Masters is based in Sun Valley, CA.

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