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## Ultimate COLOR Application Creates Virtual Rubber Flooring Solutions

### Ultimate Systems Online Program Blends Digital Rubber Granules Into Electronic Rubber Flooring

Delphos, OH (October 15, 2009) – Ultimate Systems, LTD., an industry-leading manufacturer of recycled rubber flooring and underlayment, has developed an online application – called Ultimate COLOR – to showcase its recycled rubber flooring color range.

Ultimate COLOR provides Ultimate Systems' existing customers, prospective customers, architects, designers and specifiers the ability to blend digital rubber granules into virtual rubber flooring solutions. The user blends the rubber flooring by selecting different percentages of rubber granules (or rubber chunks) from Ultimate's 24 standard colors. The user can create up to four different flooring designs at one time and digitally "install" the flooring in a simulated working environment. The user can either print out the digital sample, preview a new floor design or order an actual resilient rubber sample from Ultimate Systems.

Ultimate COLOR has two distinct flooring collections – Ultimate Design & Ultimate Tough – and five total blending modes. The Ultimate Design collection includes two blending modes: Full Depth Color Blend (100% EPDM color) or 30/70 Color Blend (30% black SBR tire rubber & 70% EPDM color). The Ultimate Tough collection has three different blending modes: 50/50 Color Blend, 80/20 Color Blend and 90/10 Color Blend. In each mode, the user selects different color granules (or chunks) in 5% increments until a blend of 100% rubber is achieved. The five blending modes represent a large majority of the rubber products that Ultimate Systems typically custom manufactures.

Ultimate COLOR boasts many user-friendly options and custom features specific to Ultimate Systems' recycled rubber flooring products. These features include:

- Five unique color blending modes for greater product selection range
- Attributes, benefits & applications for each product blending mode
- Graphical display of granules & chunks with Ultimate Systems' color names
- Unique black SBR color selection (Full Depth only) for blending other color percentages
- Four preview windows for greater sample generation and "installation" options
- Quick navigation links to each blending mode from any screen in the application
- Color sample previews for square and interlocking tile shapes
- Environment images that simulate a typical installation for the specific blending mode
- Direct submission of flooring sample requests to Ultimate Systems customer service for fast response and fulfillment

With Ultimate COLOR, an infinite number of rubber flooring designs can be created. The possibilities are endless!

Visit [www.firstinrecycledflooring.com](http://www.firstinrecycledflooring.com) to learn more about Ultimate COLOR.

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*For over 10 years, and through exponential growth, Ultimate Systems has become the most vertically integrated supplier of recycled rubber products in the United States. Located in Delphos, Ohio, Ultimate Systems recycles millions of pounds of scrap tire each year and manufactures high-quality rubber flooring and rubber underlayment. Ultimate Systems also has a full line of rubber pavers, flooring installation products and floor care & maintenance products. Ultimate Systems supplies a diverse array of companies in corporate, industrial, education, healthcare, hospitality, consumer, retail, fitness, construction and sports & recreation industries worldwide. For more information about Ultimate Systems or its products, visit the company web site at [www.firstinrecycledflooring.com](http://www.firstinrecycledflooring.com).*



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