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For Immediate Release

**Argildéco brings earthy charm of Provincial France home
with eco-friendly wall coating**

Naperville, Ill. (December 9, 2008) - DEFI Products has introduced a new product to the US market, Argildéco. This natural, decorative wall coating literally brings Provincial France to your home. Mined from quarries in the French region of Drôme, Argildéco is an eco-friendly alternative to other wall coverings. This decorative wall covering, made from clay and sand, gives a natural, comfortable feel. It is easy to use and to apply, for both professionals and do-it-yourselfers.

"This product's appeal is two-fold," stated Brian Olson, president of DEFI Products, LLC. "It has the beauty of an old-world French surface and is eco-friendly." Argildéco is an environmentally-safe, "green technology" product, which requires little energy and no chemical process to produce. Because it absorbs humidity, it keeps rooms cool in the summer and warm in the winter. It freshens the air and is anti-allergenic.

Argildéco allows homeowners and decorators to achieve special looks on interior walls with a number of techniques. Beyond the natural Argildéco, wiping with a slightly damp sponge removes the surface clay to show any embedded sand, straw, mother-of-pearl, mica, or similar materials one may choose to add for texture. Circular movements of a dry sponge create a brushed effect, and a trowel may be drawn along the dried surface to make it smooth.

Argildéco is available in authentic colors of sand, earth, brown earth, green, red, orange earth, yellow and green that come from natural pigments such as Sienna, Puisaye Ochre and Iron Oxides. DEFI Products has developed a website exclusively for Argildéco offering complete information on the product including an instructional video and a sample kit offer. For more information, visit www.EarthFriendlyWalls.com.

About DEFI Products, LLC:

Based in the western Chicago suburb of Naperville, Illinois, DEFI Products provides an eco-friendly wall coating in addition to their professional quality marking and measuring tools: high quality, bright and long lasting marking chalk (the quality of the pigments competes with dyes), chalk line reels (many with heavy duty rope or string, steel handles and brass rings to reduce wear), measuring tapes (with durable nylon coatings on the blade) and high tensile strength twine (twisted or braided).

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