

## PRESS RELEASE

### Elko Introduces New Elko® GuttaGard™

**Richmond, VA / September 1, 2005** --- Elko® Products Company Inc., a building and home products company, has introduced its new and improved Elko® GuttaGard™ gutter protection system through its national network of wholesale building products distributors and retail home improvement distributors.

The Elko® GuttaGard™ is a patented product that was originally introduced in 1983 in aluminum (mill finish) only. Since its introduction, the product line has continued to evolve with the introduction of new colors in 1993 (black), 1995 (white) and 1996 (brown). In 2003, Elko® GuttaGard™ was redesigned with the new Gutter Genius® clip, which reduced installation time by over 25% and improved the ease of installation for DIY homeowners.

In late August, Elko announced the introduction of Gray (SKU #05415) to the Elko® GuttaGard™ product line. Elko plans to introduce additional colors in May 2006. Elko has also increased the thickness of the Elko® GuttaGard™ panel to a .018" gauge.

"The Elko® GuttaGard™ is the lowest cost, highest quality solid aluminum product available today," said Mr. Timothy G. Staub, President and CEO of Elko Products Company. "It allows both professional installers and DIY homeowners long lasting solid metal gutter protection at a fraction of the cost of competitive products."

The Elko® GuttaGard™ has a 15 year limited product warranty. To learn more, visit Elko at [www.elkoproducts.com](http://www.elkoproducts.com) or contact them directly at 800-331-4273.

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#### **About Elko® Products Company, Inc.**

Elko Products Company, Inc. is based in Richmond, Virginia. Elko is a building and home products company focused on providing unique and innovative solutions to building, home and construction-related markets worldwide. Elko's products are marketed by many of the leading companies in home maintenance and repair, construction and home improvement channels in North America.

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