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## **FUSION UV SYSTEMS AND DVUV HOLDINGS, LLC ANNOUNCE STRATEGIC ALLIANCE**

**To offer joint promotion of UV curable powder coating chemistry, applications and curing technology**

**Gaithersburg, MD/Cleveland, OH, - September 22, 2010** - Fusion UV Systems, Inc. and DVUV HOLDINGS, LLC, leaders in the ultraviolet (UV) curable coatings industry, announce an alliance to jointly market UV-curable powder coating systems for heat sensitive substrates. As a result, customers now have a 'complete system' for combined UV-curable powder chemistries and process technologies

Both firms will market and promote UV-curable powder coating application systems using Fusion's UV-curing lamp technology and DVUV HOLDINGS's solvent-free UV-cured powder coating chemistry and application technology. This alliance is further strengthened by Fusion's global network of sales and service and DVUV's subsidiary, Keyland Polymer, Ltd., a chemical company that develops, formulates, manufactures and sells UV-cured powder coatings.

According to David Harbourne, president of Fusion UV Systems, "What makes this alliance so strategically important is that both firms need the other to maximize the solutions it can provide customers, many of whom expect environmentally friendly proactive finishing processes and solutions in the retail, healthcare, architecture and specialty markets. Fusion and DVUV will be able to meet their most stringent requirements for speed, quality, innovation and durability, all without the production of harmful VOC emissions."

Michael Knoblauch, president of DVUV HOLDINGS adds, "This alliance is yet another key step in providing our mutual customers seamless and vertical integration, from system design, to distribution, of the key products in the UV-cured powder coatings market. UV-curable coatings are the market segment whose growth rate is outpacing the global coatings industry."

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For more information visit, [www.dvuv.com](http://www.dvuv.com) and [www.fusionuv.com](http://www.fusionuv.com)

### **About Fusion UV Systems, Inc.**

Fusion UV Systems, Inc.<sup>®</sup>, a member company of Spectris plc, Surrey, England, is the leading worldwide supplier of ultraviolet curing systems and UV-based process solutions. The Company's UV curing systems are used in manufacturing, printing and coating applications in a broad cross-section of industries with over 35,000 installations worldwide. The Company is headquartered in Gaithersburg, Maryland. Offices are located throughout the United States, Europe, Japan and China with distributors covering 17 other countries throughout the world.

### **About DVUV HOLDINGS, LLC.**

DVUV HOLDINGS is a diversified, vertically integrated limited-liability company that supplies chemicals, systems and manufactured product solutions used in the industrial market to finish wood and other heat sensitive materials with ultraviolet (UV) light-cured powder coatings. The solvent-free process is environmentally friendly and yields finished materials that are exceptionally durable. DVUV HOLDINGS has three operating companies. Keyland Polymer, Ltd. Is a chemical company that develops, formulates, manufactures and sells UV-cured powder coatings. DVUV manufactures furniture components finished with UV-cured powder coating supplied by Keyland Polymer. DVUV Systems is a newly formed company that designs, engineers, sells, installs and supports UV-cured powder coating application systems. DVUV HOLDINGS was recently selected as a *Weatherhead 100 Winner* for 2010, presented by Case Western Reserve University and The Council of Smaller Enterprises, as one of Northeast Ohio's 100 fastest growing companies.

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