



**SUPERIOR  
MANUFACTURING  
GROUP**

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***The Most Comfortable/Durable  
Anti-Fatigue Floor Mat Yet!***

**“NoTrax® introduces the new Dura Trax™ rubber-top anti-fatigue floor mat”**

Chicago, Illinois – September 2010 – Superior Manufacturing Group introduces The Dura Trax™ series, the latest in high performance anti-fatigue floor mats and the ultimate in comfort and durability for today's industrial environments. Dura Trax™ combines a rubber top surface with a dense sponge backing utilizing the NoTrax® exclusive UniFusion™ bonding process. The resulting finished product is virtually a single piece eliminating any possibility of de-lamination.

The rubber top provides a noticeably softer and more comfortable work surface, and is made from 100% recycled materials making it a more environmentally friendly product. The diamond-plate design offers greater slip resistance and is easy to sweep or mop clean. In addition, the rubber surface of the mat resists exposure to sparks making it the perfect choice for welding applications.

Like all NoTrax® made laminate floor mats, Dura Trax™ incorporates RedStop™ non-slip backing. RedStop™ eliminates the slipping and sliding of NoTrax® floor mats on all types of smooth floor surfaces such as vinyl composite tile, painted or epoxy coated concrete, vinyl sheet flooring, carpet, and ceramic tile.

“The Dura Trax™ series represents the perfect marriage of needs and wants of the market, with years of manufacturing efficiency and expertise. The end result is a product that will perform long after the delivery truck pulls away”, states Todd Borchardt, Director of Sales & Marketing for Superior Manufacturing Group. “Some say that our products are over-engineered. We think of it as providing our customers with a product that's made to last, after all, their anti-fatigue problems don't go away after 6 months, why should their mats”, adds Borchardt.

Dura Trax™ products are available in either ½” (Dura Trax™) or a full 1” (Dura Trax™ Grande™) thickness and are extremely well suited for multi-shift operations in dry work areas. Dura Trax™ mats are certified by the NFSI (National Floor Safety Institute) and are manufactured here in the USA at an ISO 9001, and ISO 14001 certified facility and contain no silicone, ozone depleting substances, or heavy metals.

News Release

