

## press release

### Allied PhotoChemical presents and participates at World of Concrete (WOC) Trade Show in Las Vegas, NV.

*Allied PhotoChemical leads the UV industry with UV knowledge, coating technology and applications breadth.*

**MARYSVILLE, MI** – February, 2010 –Allied PhotoChemical presented and demonstrated their leading UV technology solutions at the WOC – World of Concrete Trade Show in Las Vegas, February 1 – 5, 2010.

**Mon, February 1, 2010:** Allied presented at 2nd Annual Coatings for Concrete Conference: “Coating” the World of Concrete

**Allied’s presentation:** Sustainable UV: Concrete, Block & Other Applications

**Tue – Fri, February 2-5, 2010:** Adastra Show Booth

**Allied’s role:** Provided support on UV Technology solutions for concrete, VCT, block and concrete counters / Live UV coating in Adastra booth

“Allied PhotoChemical has long delivered UV Technology solutions to hundreds of customers in the mainstream manufacturing environment,” said Michael Kelly – CEO / President. “Adastra Technologies has provided the means for UV Technology to go MOBILE with the introduction of their Starlet 300 hand-held UV curing device and the Circa 2000 floor curing device.”

“With these innovative products, the market for UV Technology can reach many new applications ranging from the Bath Tub renovation market to the Concrete countertop market,” said Dan Sweetwood – VP of Sales. “Allied has long believed that UV hardware innovation was needed, in parallel with proven UV Technology products, something both Adastra and Allied PhotoChemical can provide seamlessly to the customer.”

#### About Adastra, Inc

Adastra Technologies Inc. has developed the world’s lightest, most powerful and economical Portable UV Curing Equipment available on the market today. Our featured hand-held and floor machines employ new technology making them lighter than any competition. Adastra’s equipment is making the application of UV coatings in the field more affordable and practical.

**Website:** [www.uvcurenow.com](http://www.uvcurenow.com)

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### About Allied PhotoChemical, Inc.

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Allied PhotoChemical is a leading formulator and producer of UV Technology - Ultraviolet Light-Curable Inks, Coatings and Paints, E-L's and specialty formulations, and focuses on the capabilities of high quality product development, application, customization, to exploit the economies of speed. Allied PhotoChemical's products help customers achieve a premium "Return On their Investment and the Environment" by helping their process run **Faster, Smaller, *Cleaner***. This is called **SUSTAINABLE UV™**

**Website:** [www.alliedphotochemical.com](http://www.alliedphotochemical.com)

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