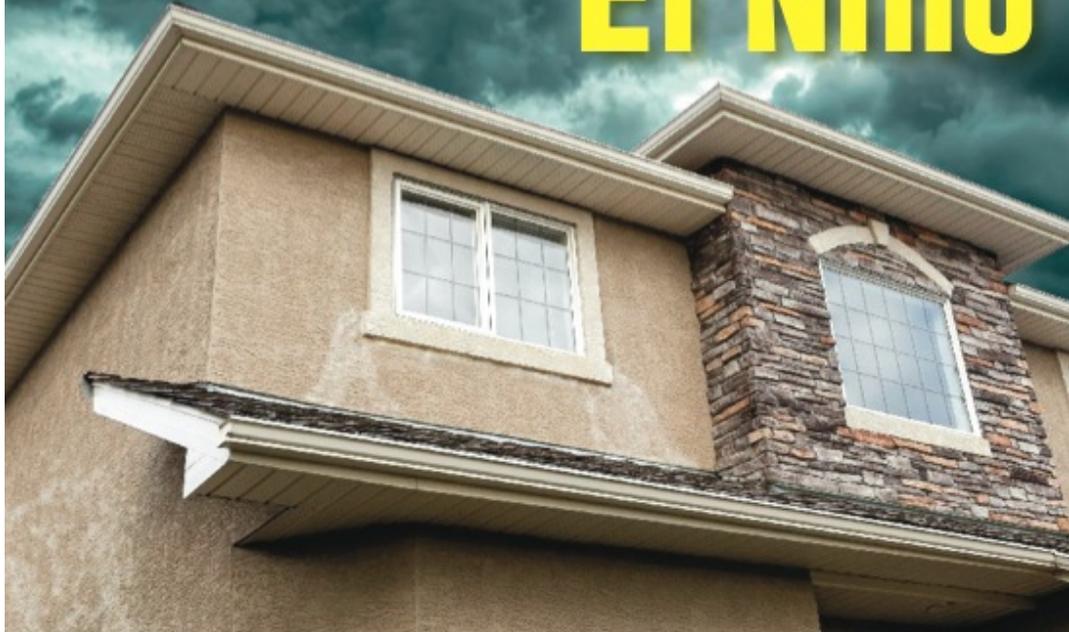


Protect Your Investment From

El Niño



Efflorescence Doesn't Have to Happen



Omega's E-FX Admix is designed to help reduce efflorescence and improve the performance in approved cement-based stucco products.



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Press Release

For Immediate Release

CORONA, Calif. (Nov. 30, 2015) - With climate experts and scientists [going on record as saying the 2015 El Nino](#) will eclipse the record rainfall brought on by the 1997 El Niño, [Omega Products International](#) wishes to remind the building industry of protecting against moisture-induced efflorescence in masonry, concrete, or stucco.

Omega Products, maker of stucco, tile & stone installation products, and Venetian plaster, recommends [E-FX Admix](#), a product designed to help reduce efflorescence (white staining caused by salt deposits through moisture) and improve the performance in approved cement-based stucco products.

"With E-FX Admix, you can protect your exterior finish against efflorescence by simply adding it to the mixture prior to application," **said Karine Galla, Product Line Marketing Director at Omega Products.** "When dealing with exterior cladding - whether it's masonry, concrete, or stucco - it's better to be proactive than reactive."

If scientists are correct, California and much of the southwestern United States will receive [50 to 70 percent more rainfall](#) over the average from January to March 2016 because of El Niño. Data from the U.S. Census Bureau shows over the last five years, nearly 50 percent of new single-family houses had a [primary exterior cladding of masonry or stucco](#).

"The need for E-FX Admix exists, which is why we recommend using it in all new residential and commercial construction projects where cement-based products are used," **Galla said.** "It's a cost-effective solution for maintaining the aesthetic appeal of stucco and related wall systems."

ABOUT OMEGA PRODUCTS INTERNATIONAL

[Omega Products International](#) is among the leading stucco manufacturers in the country. It also develops tile and stone installation products for its Siena division, and its Valentino brand is among the finest Venetian decorative plaster found in the U.S.

For additional information on Omega Products and its various divisions, please visit our [Facebook](#) page, follow us on Instagram and Twitter [@OmegaProducts](#), and check our [Houzz](#) account for stunning residential and commercial projects that feature our industry-leading products.

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