

# Huber Engineered Woods Launches New Advertising Campaign For AdvanTech® Flooring & Sheathing

~ Campaign will offer significant awareness about value of AdvanTech products to help customers make every dollar count during a down market. ~

## *For Immediate Release*

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Charlotte, N.C. – Sept. 5, 2008

Huber Engineered Woods LLC is unveiling a new look this September for AdvanTech® flooring and sheathing with a renewed identity that can be found on everything from advertisements to the Web site at [www.engineeredtoperform.com](http://www.engineeredtoperform.com).

Based on the new visual of a submarine made from AdvanTech flooring and sheathing, the company developed the campaign called, "Extraordinary Uses", which is designed to connect with customers on both a functional and emotional level. The campaign will highlight the three pillars of AdvanTech performance: moisture, strength and consistent quality, all of which give builders and framers confidence that AdvanTech flooring and sheathing will perform.

According to a recent on-line survey<sup>1</sup> conducted by Parker Marketing Research, builders rated the campaign in the top quartile. "Initial feedback from builders has been positive," said Charles Robinson, AdvanTech Products General Manager. "They admire how the sub symbolizes unique moisture and strength performance qualities they count on when using AdvanTech flooring and sheathing."

"According to builder feedback, AdvanTech flooring and sheathing products are known for eliminating jobsite waste and warranty call-backs given their dimensional accuracy even under extreme conditions,"

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<sup>1</sup> Source: Parker Marketing Research Huber AdvanTech Internet Advertising Survey, April 21, 2008. N=125. Margin of error is +/-3%

said Robinson. "Sub-flooring is essential to a stiff, quiet finished floor. One mistake can cost builders and installers significant dollars if the sub-floor doesn't perform."

For the 7th consecutive year AdvanTech flooring was ranked as the #1 Quality Brand Leader in Builder magazine's annual brand use study<sup>2</sup>. "Despite a down market, Huber Engineered Woods is committed to helping customers and end-users get the most out of their investment thanks to the consistent quality and reliable performance of our AdvanTech products," Robinson said.

"Our new advertising campaign will help make customers aware of the performance advantage when using AdvanTech flooring and sheathing," Robinson remarked. The advertising was developed by Charlotte, N.C.-based Wray Ward, one of the Southeast's leading independent creative marketing agencies.

Huber Engineered Woods' new campaign for AdvanTech flooring and sheathing will be seen nationally via print advertisements in the following builder publications: *Builder*, *Professional Builder*, *Journal of Light Construction*, *Fine Homebuilding*, *Custom Home* and *ProSales*. For more information about Huber Engineered Woods, visit [www.Huberwood.com](http://www.Huberwood.com).

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<sup>2</sup> Builder Magazine's 2008 Brand Use Study-surveyed 6,000 builders.

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Huber Engineered Woods LLC is a wholly owned subsidiary of J.M. Huber Corporation, a diversified, multinational supplier of engineered materials, natural resources and technology-based services to markets ranging from paper and energy to construction. An innovative building solution provider for the housing market, Huber Engineered Woods offers such specialty products as AdvanTech® flooring and sheathing, as well as the new ZIP System® wall and ZIP System® roof products. Headquartered in Charlotte, North Carolina, Huber Engineered Woods has manufacturing operations in Maine, Georgia, Virginia, Tennessee and Oklahoma, as well as research and development facilities in Georgia. Huber Engineered Woods also serves industrial markets with products for door manufacturers and the transportation industry. For more information, visit [www.huberwood.com](http://www.huberwood.com).