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Huber Engineered Woods Unveils New AdvanTech® Flooring Panel Graphics and Web Site To Benefit Residential Building Industry

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LAS VEGAS (Jan. 20, 2009) - Huber Engineered Woods LLC, leading manufacturer of innovative building solutions, is introducing an updated version of AdvanTech flooring panels, and an AdvanTech Web site at the 2009 International Builders' Show (IBS). In booth N1235 at the Las Vegas Convention Center on Tuesday, Jan. 20 through Friday, Jan. 23, 2009, builders can learn about the new version of AdvanTech flooring which incorporates enhanced graphics to make installation cleaner, easier and faster, improving job site productivity and communication.

"AdvanTech flooring and sheathing are engineered for superior performance based on three key pillars: outstanding strength, moisture resistance and quality. This combination of benefits helps builders deliver a quiet, stiff floor and prevent common problems related to subflooring systems, such as floor squeaks, floor bounce, floor vibration and finished floor failures including hardwood squeaks, tile cracks, carpet riding up on the edges, and linoleum dimples. Builders, framers and finished floor installers tell us that AdvanTech flooring will almost eliminate any rework or warranty callbacks resulting from these common flooring problems," stated Charlie Robinson, AdvanTech product general manager. "And, now with our improved panel graphics, AdvanTech flooring panels can offer even greater jobsite productivity thanks to several key benefits

The new version of AdvanTech flooring displayed at the show will have new panel graphics designed with the following improvements: 1) a new fastening guide for quicker installation; 2) bi-lingual instructions to ensure 1/8-inch spacing gap; 3) more open space to allow subcontractors to write on the panels to convey instructions for plumbing, electrical, HVAC and kitchen cabinet installation. Additionally, the AdvanTech panels will have an improved tongue and groove design for a better fit along the edge, and the SFI (Sustainable Forestry Initiative) logo will appear on the surface to showcase the company's environmental commitment.

"The fastening guide of AdvanTech flooring ensures the correct fastening of the subflooring to the floor joints which has almost completely eliminated nail misses," said Robert Sandvik, builder in Roylton, Ohio. "I no longer spend hours checking the subflooring for squeaks."

The AdvanTech Web site, www.AdvanTechperfoms.com, allows builders to learn all about the three performance pillars of AdvanTech flooring and sheathing in one location. The site sections include "Product Lineup," "AdvanTech Advantage," "Dare to Compare," "Getting Started," and "The Building Connection."

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The “Product Lineup” gives an overview of the AdvanTech products, while the “AdvanTech Advantage” provides specific information about the strength, moisture resistance and quality differences of AdvanTech products. “Dare to Compare” allows builders to compare AdvanTech products to other flooring and sheathing products, view product testing, read and view testimonials, and use an ROI (return on investment) calculator. “Getting Started” provides a retailer locator, as well as installation and technical tips, information about rebates and incentives, and an easy way for builders to request literature and samples. “The Building Connection” gives builders access to a discussion forum where they can ask questions and receive expert advice from AdvanTech representatives. It also allows builders to submit testimonials, obtain information about contests and sweepstakes, and access marketing resources.

The combination of advanced resin technology and world-class manufacturer engineering makes AdvanTech flooring and sheathing unique in the field of structural panels. This combination provides greater bending strength and stiffness, nail holding power, and superior water resistance than commodity OSB (oriented strand board) and plywood, which helps eliminate squeaky floors, floor bounce, and floor vibration, and prevents the need to sand due to heavy moisture or rain. Every panel is guaranteed to be fully-sanded, flat, and dimensionally accurate, with a self-spacing tongue-and-groove and now an even better fastening guide that allows for easy, quick and accurate installation. AdvanTech flooring is available in 19/32-inch, 23/32-inch, 7/8-inch, 1-inch and 1 1/8-inch thicknesses, and is backed by the Huber Engineered Woods 50-year fully-transferrable warranty and 300-day no-sanding guarantee.

“With AdvanTech flooring, you don’t have any of the problems you normally do with wet weather – it won’t swell or delaminate, and you won’t have to waste time sanding down the edges,” said Kevin Hope, builder in Charlotte, N.C.

For more information about AdvanTech flooring and sheathing, visit www.AdvanTechperforms.com.

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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, N.C., 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.