

CertainTeed WALL-TO-WALL SOLUTIONS

High-Performance Walls and Ceilings
for Better-Selling Homes



CertainTeed
SAINT-GOBAIN

BETTER FOR YOUR BUSINESS.

Residential construction is a competitive business – even more so in today's environment. Beyond building homes of the highest standards with the best materials, how can you stand out to homebuyers? Who can help you provide that “something extra” that makes customers choose you? You can do it with the industry leader at your back, the only one that can empower you with the strongest programs, products and credibility. CertainTeed has more than 100 years of experience helping our customers grow. And you can Be Certain™ we've got what you need to build a better home and a better business.



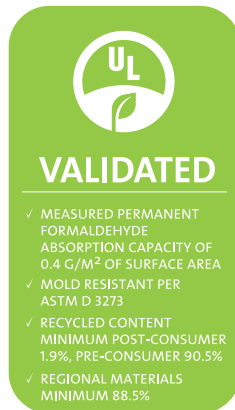
BETTER FOR YOUR BUYERS.

THE PRODUCTS.

Advanced Wall-to-Wall Solutions help you offer innovative, sustainable products.

CertainTeed offers you the industry's most innovative products. Interior wall and ceiling solutions so advanced they can actively enhance indoor air quality by absorbing formaldehyde. Other choices provide outstanding acoustical performance and create durable, low-maintenance spaces that can take a beating and still deliver a long lifespan.

Our exclusive Wall-to-Wall Solutions help you form a complete high-performance interior wall system – one you can offer as standard in your homes or as upgrade opportunities for your homeowners. Our sustainable options keep you on the cutting edge while enhancing comfort and quality, so you can bring high-performance interiors throughout the home and offer your customers a comprehensive solution that meets every room's needs.



THE PROGRAMS.

Everything you need to differentiate yourself and grow your bottom line.

- Marketing tools that help you simplify your job and grow your business and sales team to be more successful
- Products that improve jobsite efficiency and meet customers' demanding requirements for their homes
- Accredited classes and online learning programs and communications that keep you in-the-know
- Nationwide availability and accessibility so you have what you need, when and where you need it

THE ACCOLADES.

CertainTeed Gypsum's advanced solutions have extensive industry recognition and credibility that can back you.

- *The Wall Street Journal* "Technology Innovation Awards"
- *This Old House* "Top 100 Best New Home Products"
- *Builder News* "Best Products R&D Award"
- *Architectural Products* "Product Innovation Awards"
- Frost & Sullivan "Product Innovation Award"
- Contech "Best Product Prize"
- Amarok "Vendor of the Year Award"
- *Walls & Ceilings* "Most Requested Products"

BUILD CUSTOMERS A HEALTHIER HOME.

People spend about 90% of their time indoors. So the quality of that environment is extremely important. Homeowners are more focused than ever on creating a healthier living space, and you can deliver with innovative wallboard technology that continually cleans the air and resists mold.

CertainTeed's revolutionary AirRenew® Gypsum Board actively improves indoor air quality (IAQ) by permanently reducing formaldehyde.¹ Plus, M2Tech® Gypsum Board provides enhanced moisture and mold resistance and associated health benefits. By building a healthier indoor environment with these products, you can provide your homeowners, and yourself, lasting peace of mind.



IMPROVED AIR QUALITY LETS THEM BREATHE EASIER.



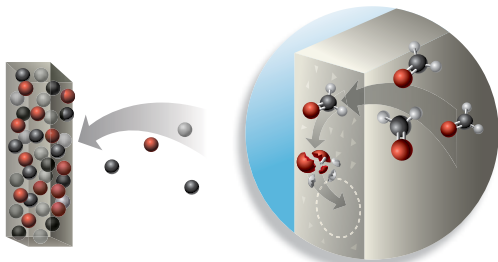
AIRRENEW® ACTIVELY IMPROVES INDOOR AIR QUALITY BY ABSORBING FORMALDEHYDE.

AirRenew is the first-of-its-kind, patent-pending wallboard that actively cleans air by permanently removing formaldehyde, the most common VOC found in indoor air.

Even when using responsible materials on your project, formaldehyde poses a persistent threat. In fact, a 2009 survey by the California Energy Commission found that nearly all surveyed homes contained formaldehyde concentrations higher than established guidelines for exposure.¹ It enters a home through products like engineered wood furniture, computers, carpeting, treated fabrics, hair sprays and cleaning materials.² That, in combination with today's tighter building envelopes, makes the elimination of contaminants even more critical. AirRenew drywall products, when used as part of a residential Indoor Air Quality design, reduce the amount of formaldehyde present in the home.

How does it work?

When airborne formaldehyde comes into contact with the board through normal air circulation, AirRenew captures and converts it into a safe, inert compound. This process has been proven effective by tests conducted to ISO 16000-23 standards and validated by the Underwriters Laboratories Environmental Claims Validation program.



VOCs (volatile organic compounds) - formaldehyde and other aldehydes.

AirRenew Offers:

- Up to 75 years of VOC absorption based on tests and analysis
- Installs and finishes as easily as regular drywall
- Continued performance after up to 25 coats³ of paint and finishing
- Available with moisture and mold resistance
- Easy recyclability just like regular gypsum board



M2TECH GYPSUM BOARD KEEPS MOISTURE AND MOLD AWAY.

Mold is another serious concern when it comes to indoor air quality, posing the risk of allergic reactions, asthma and other respiratory issues.

M2Tech Gypsum Board is a specially formulated drywall with enhanced moisture and mold resistance, making it ideal for rooms with high humidity or installation below grade. While there's no practical way to completely eliminate indoor mold and spores, installing moisture and mold resistant materials such as AirRenew and M2Tech greatly reduce the potential for problems.

For optimal protection, you can add M2Tech finishing products and Level V Wall and Ceiling Primer/Surfacer for a complete mold-resistant wall system.⁴

1. "Ventilation and Indoor Air Quality in New Homes," California Energy Commission.

2. According to the U.S. EPA (Details at EPA.gov/iaq/voc.html).

3. With most water-based acrylic and epoxy paints.

4. Not available in all areas.

PRESERVE THE SILENCE.

With the increasing desire for open plan concepts, media rooms and centrally located laundry rooms, today's home designs can generate a lot of noise. Now you can offer your customers a home with these highly sought-after features without compromising acoustic comfort and quality.



CertainTeed's QuietRock® Soundproofing Drywall is specially engineered to reduce sound transmission between rooms up to 90%. Able to work within a range of wall systems, it consistently outperforms traditional methods such as double layer drywall, resilient channel or the use of insulation alone.



CONTAIN THE NOISE.

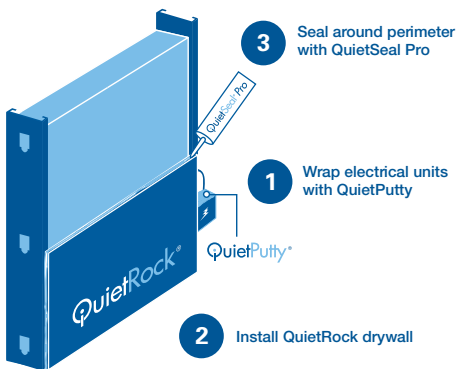


QUIETROCK®

QuietRock is specially formulated with a viscoelastic polymer between two sheets of drywall to provide excellent sound dampening properties. This formulation is so effective that a complete Quiet Soundproofing System can reduce airborne sound transmission between rooms up to 90%.

THE QUIET SOUNDPROOFING SYSTEM, ENGINEERED TO WORK TOGETHER.

The complete CertainTeed Quiet Soundproofing System gives you the design flexibility to manage the challenges of today's modern home designs while maintaining peace and tranquility in the busiest of homes. This system combines unique drywall design and innovative sound sealing technology for total acoustical performance.



QUIETSEAL® PRO

QuietSeal Pro is a high-performing, non-hardening and easy to apply acoustical sealant that stays soft to prevent cracking and reduce sound transmission. Apply it around perimeters of walls, ceilings and wall partitions to seal gaps and achieve maximum acoustical performance. It's perfect for renovations, remodels and new homes.



QUIETPUTTY®

QuietPutty is a moldable soundproofing putty designed to maintain the performance of acoustically rated walls with penetrations such as electrical outlets, HVAC ducts, water hookups and cables.



BUILD WALLS TOUGH ENOUGH FOR REAL LIFE.

Active spaces require higher performing walls – highly durable surfaces that can stand up to years of intense wear and tear. That's why AirRenew® Extreme Abuse gypsum board technology and AquaBead® corner reinforcement were developed for offering your homeowners tougher drywall alternatives that increase the life of their walls.



FOR EVERY BUMP, SCRAPE AND SCRATCH.

AIRRENEW® EXTREME ABUSE STANDS TOUGH FOR A LIFETIME.

Storage and high-traffic areas like mudrooms, hallways, stairways, playrooms, utility closets and garages, can take a lot of everyday bumps and scrapes – impacts with brooms, toys, sports equipment, bulky objects and more. Typical drywall can quickly deteriorate under this constant abuse, leaving homeowners to either live with an increasingly damaged wall or pay to repair it.

That's where AirRenew Extreme Abuse Gypsum Board comes in. It has a dense abuse-resistant core wrapped in heavy recycled face and back paper that stands up to scuffs, scratches, and dents. It offers a low maintenance, low repair alternative to standard drywall and increases the life of the wall. Plus, it offers the same great IAQ and mold-resistant properties of the AirRenew family of products.

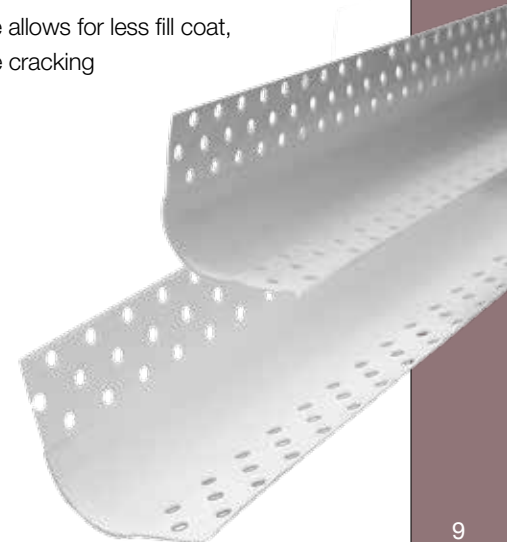


EASY-TO-APPLY, SELF-ADHESIVE AQUABEAD® DOESN'T BLISTER, DENT OR CRACK.

Corners get their fair share of abuse in homes, too. Featuring a beaded nose, AquaBead is a clean and easy installation that surpasses the impact resistance of metal beads, which can easily dent and have to be pulled back off. Since the adhesive paper is water-activated, contractors can apply it using only a spray bottle – no nails or compound required – eliminating common punch list issues such as nail pops and edge cracking.

AquaBead Features & Benefits:

- Durable before and after installation—no special handling
- Smooth bead edge means applicators can't get nicked or cut
- Specially shaped nose bead allows for straighter looking corners
- Preformed tapered shape allows for less fill coat, faster drying and no edge cracking



EFFICIENT WALLS.

Great walls go deeper than the surface. Proper insulation and advanced moisture management can enhance the performance of your walls – making a complete wall system that helps you build a more comfortable, energy efficient, healthy and quiet indoor environment.

CertainTeed provides the most comprehensive and innovative insulation offering, so that you can find the right solution no matter what the challenge.



GREATER COMFORT.

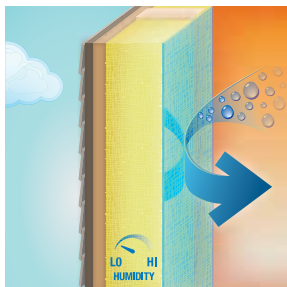
SUSTAINABLE INSULATION® EASIER ON YOU, AND THE ENVIRONMENT.

With superior rigidity, recovery and cutability, Sustainable Insulation improves job site efficiency while reducing your buildings' impact on the environment. It's made from recycled and renewable content including a plant-based binder that does not have any added formaldehyde, harsh acrylics, dyes or unnecessary fire-retardant chemicals. Proven Sustainable Insulation fibre glass technology saves 12 times the energy used to produce it in the first year of use alone.

MEMBRAIN™ IS THE SMARTER WAY TO HANDLE MOISTURE.

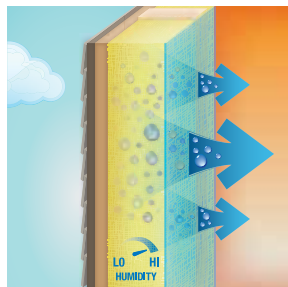
The MemBrain™ Smart Vapour Retarder and Air Barrier Film is an innovative solution to help protect homes from the risk of moisture damage and unhealthy mold and mildew growth. It changes permeability to actively manage humidity levels in the cavity. MemBrain installs just like poly but performs far better.¹

1. CCMC #13278-R



Blocks Moisture

When humidity levels in the wall are low, MemBrain prevents indoor moisture from entering.



Releases Moisture

When humidity levels in the wall increase, MemBrain becomes more porous to let excess moisture escape.

NORTHERN WHITE BLOW-IN FILLS EVERY GAP.

Northern White Fibre Glass Blowing Insulation is manufactured to provide complete blow-in coverage. Every small space is easily filled, providing easy-to-install, uniform thermal protection. It's also noncombustible, noncorrosive, odor free, and won't settle, rot, decay or absorb moisture.



INSULSAFE® XC COMBINES GREAT COMFORT AND AIR QUALITY.

InsulSafe XC is an industry-leading fibre glass blowing insulation used in residential and commercial construction in open areas. With minimal dust and static during application, InsulSafe® XC has achieved GREENGUARD Gold Certification, contributing to superior indoor air quality (IAQ). Now it offers increased coverage with one bag covering up to 48 square feet at R-40.





HANDLE EVERY JOB WITH EASE. PRODUCTS DESIGNED FOR INSTALLATION EFFICIENCY.

With lighter, easier to handle products, we also offer you innovative solutions that help you build more efficiently and sustainably on every project.

EASI-LITE™ LIGHTWEIGHT GYPSUM BOARD — UP TO 30% LIGHTER WITHOUT SACRIFICING PERFORMANCE.

Easi-Lite lightweight gypsum board is easy to lift, carry and install—for faster installation, making it the preferred product for contractors. The gypsum core is high-strength and sag-resistant. Easi-Lite meets ASTM C1396 standards for interior ceiling board applications, reducing the need for multiple products when used in both ceiling and wall applications.

DIAMONDBACK® IS THE STRONGER TILE SUBSTRATE CHOICE.

Diamondback Tile Backer is a superior tile substrate for walls, ceilings, floors and countertops and is used behind tiles in wet areas such as bathrooms, laundry rooms, utility rooms and kitchens. These products consist of a high performance,

water-resistant gypsum board, meeting IRC code requirements as an ASTM C1178 tile backer, are lighter and easier to cut and less abrasive than traditional cement boards. The result is installed costs up to 40% less than cement boards and reduced call backs due to abrasion and damage to tubs and showers.

CERTAINTEED IS YOUR SINGLE SOURCE FOR WALL-TO-WALL SOLUTIONS.

Whether you want to offer a home theater option, need to address a project with critical lighting or offer the most sustainable wall and ceiling systems in the industry, CertainTeed offers a wide array of drywall, finishing and insulation solutions to address the challenges of today's homes while improving the overall value to your future homebuyers.

Our total product offering gives you the flexibility to choose what options suit you and your buyers' needs. These products not only help you build a superior, more sustainable home; they give a competitive advantage while helping your bottom line.

START EVERY BEAUTIFUL SPACE WITH BEAUTIFUL SURFACES.

REACH NEW, SMOOTH HEIGHTS OF FINISHING WORK WITH LEVEL V.

Smooth and easy to paint, Level V with M2Tech Wall & Ceiling Primer/Surfacer is a PVA product applied with a roller or airless sprayer to create an exceptionally smooth finish. It takes a Level IV finish to Level V with no need to skim coat by hand. You save effort, add beauty and give your home that final perfect touch. It's a great way to add a stunning, polished look to the entire home, raising its overall perceived value and aesthetic standard.



EASYFLEX™ FLEXIBLE CORNER BEAD OUTPERFORMS AT EVERY ANGLE.

Often some of the most beautiful and admired touches to a home, like tray ceilings, bay windows or archways can cause the most finish and time issues. Pre-measuring and pre-creasing are no longer necessary. EasyFlex features a polymer core with a built-in flexible hinge, so it conforms to all inside and outside corners for crisp, straight lines, while also easily adjusting to angles.







| Gypsum Products | | Recommended Applications | |
|-----------------|--------------------------------|--|-----------------------------|
| 1 | AirRenew® | • Bedroom • Nursery | • Entire Home |
| 2 | M2Tech® | • Bathroom • Kitchen | • Laundry Room |
| 3 | QuietRock® ES | • Media Room • Home Office | • Laundry Room • Nursery |
| 4 | AirRenew™ Extreme Abuse | • Hallways • Playroom • Utility Room | • Garage • Mud Room |

| Insulation Products | | Recommended Applications | |
|---------------------|--------------------------------------|---|-------------|
| 5 | Sustainable Insulation® | • Exterior Walls • Interior Walls & Floors for Sound Control | |
| 6 | MemBrain™ | • Exterior Walls • Ceilings | • Basements |
| 7 | InsulSafe® XC Northern White® | • Attics | |

READY TO BUILD YOUR BUSINESS?

LET'S GET STARTED.



Today more than ever, the right support can go a long way in helping you stay competitive and profitable. Choosing CertainTeed Gypsum, you know you're getting more than just "standard." You're getting the innovative and sustainable products you want to offer homebuyers and the tools, business-building programs and responsive support that has your back.

With us, you can grow your skills, your business and your bottom line. And you can count on our advanced, time-tested wall and ceiling products being made with a commitment to Building Responsibly.™ In short, you can Be Certain™ we're your trusted choice for building a better home – and a better business.

For more information call 800-233-8990 or visit CertainTeed.com/Gypsum

[**Be Certain**] Confidence worth building on.™

ASK ABOUT ALL OF OUR OTHER CERTAINTEED® PRODUCTS AND SYSTEMS:

ROOFING • SIDING • TRIM • DECKING • RAILING • FENCE
GYPSUM • CEILINGS • INSULATION

www.certainteed.com <http://blog.certainteed.com>

CertainTeed Corporation
P.O. Box 860
Valley Forge, PA 19482

Professional: 800-233-8990
Consumer: 800-782-8777