



WALLtoWALL
solutions

**DESIGNED FOR
WHAT MATTERS**



CertainTeed
SAINT-GOBAIN



Why Walls Matter

Walls define spaces. They also define builders.

Residential construction is more challenging than ever. Budgets, schedules and competition are all tight. Meanwhile, homeowner expectations are on the rise. From materials and indoor air quality to liveability, sustainability and overall value, people are demanding more from their home and their builder. How do you keep up and stand out?

Rely on the wall program that delivers high-value homeowner benefits. The CertainTeed Wall-to-Wall™ program (W2W) is designed to help you create high-performance wall systems that address homeowner priorities like durability, acoustics and a healthier interior environment.

So build your reputation and your competitive advantage with a smart program from a proven brand built on dependable quality.



With W2W solutions, you can offer specialized performance based on what matters to your homebuyers. Learn more at www.certainteed.com/drywall/residential

Why do walls matter?

Because every wall is an opportunity to show homebuyers that you understand what they care about:

- Healthier homes, built with walls that clean the air
- More restful homes, built with walls that control sound
- Homes that allow buyers to express themselves, built with walls that can handle anything

CertainTeed Wall-to-Wall™ Drywall Solutions help you deliver what matters most to your customers. Build homebuyer satisfaction with walls that matter.



Designed to benefit builders.

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

- Full range of wall systems for you to offer as standard or upgrade opportunities
- Marketing tools that help you simplify your job, support your sales efforts and grow your business
- Products that improve job site efficiency and satisfy customers' demanding requirements for their homes
- Ongoing communications to keep you on top of a dynamic industry
- Nationwide availability and access so you have what you need, when and where you need it
- A Building Solutions® Program that rewards you for multiple purchases





Why Walls Matter

“Nothing matters more to me than my family’s health.”

People spend about 90% of their time indoors.¹ So the air quality of that environment is extremely important. Homeowners are more focused than ever on providing a healthier indoor living space for their family. And you can deliver it ... with AirRenew® Gypsum Board.

Help homeowners create healthier spaces.



HEALTHY HOME SOLUTIONS

The health risks of that “New Home Smell”

Fresh paint, new furniture and new flooring can off-gas formaldehyde, which recent reports have linked to pulmonary dysfunction and asthma. By offering a CertainTeed Healthy Home package that includes AirRenew, you can set yourself apart with a solution that absorbs this dangerous chemical and creates a healthier indoor environment.

AirRenew® actively improves indoor air quality by absorbing formaldehyde.

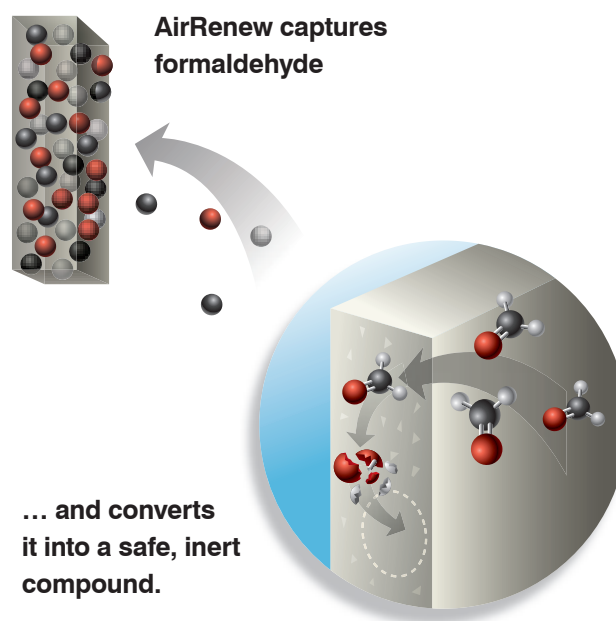
Even when you use responsible materials on your project, formaldehyde poses a persistent threat. It enters a home through products like engineered wood furniture, computers, carpeting, treated fabrics, hair sprays and cleaning materials.¹ That, in combination with today's tighter building envelopes, 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. This first-of-its-kind, patent-pending wallboard actively cleans air by permanently removing formaldehyde, the most common VOC² found in indoor air.

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.



The California Energy Commission has found that nearly all surveyed homes contained formaldehyde concentrations higher than established guidelines for exposure.³

¹ According to the U.S. EPA (Details at EPA.gov/iaq/voc.html) ² Volatile organic compound. ³ "Ventilation and Indoor Air Quality in New Homes," California Energy Commission.

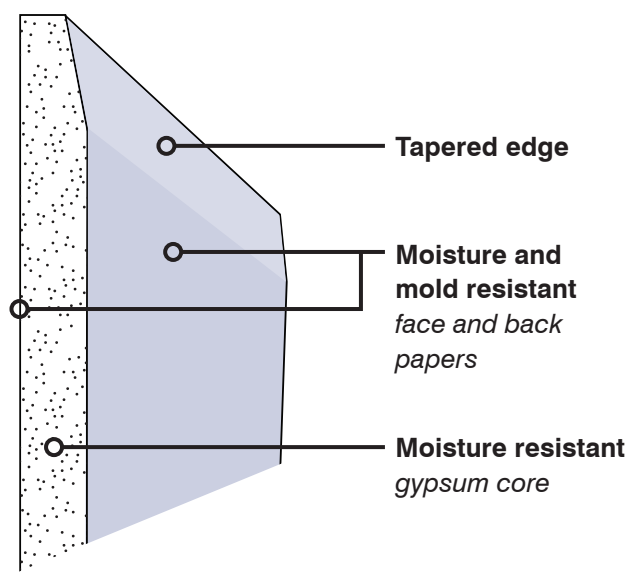


Mold: a pervasive source of indoor air pollution.

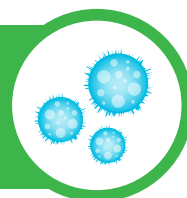
Mold can be found anywhere, indoors and out, but it grows best in warm, damp and humid conditions. Mold can cause nasal congestion, eye irritation, wheezing or skin irritation – and those allergic to mold can have more severe reactions.

M2Tech® provides enhanced protection against mold growth.

M2Tech Gypsum Board is specially formulated for enhanced moisture and mold resistance. Ideal for bathrooms, basements, laundry rooms – any space with high humidity or installation below grade – M2Tech gives homebuyers an additional zone of protection against moisture and the adverse health effects of mold.



The Institute of Medicine (IOM) has linked indoor mold exposure to upper respiratory tract symptoms, cough, and wheezing in otherwise healthy people, and with asthma symptoms in people with asthma.¹



¹Source: Centers for Disease Control and Prevention



Hard-core mold protection.

Diamondback® GlasRoc® Tile Backer has your back.

An innovative, paperless moisture-blocking coating and water-resistant gypsum core, Diamondback protects against moisture intrusion and excessive vapor transfer, eliminating the need for a separate moisture barrier – and providing homebuyers added protection against mold in their walls.

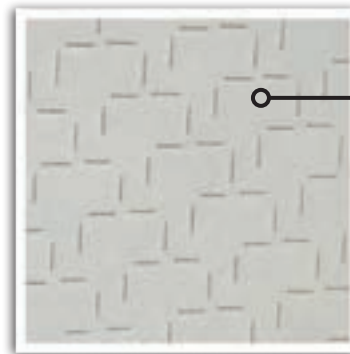
With increased mold resistance due to its paperless composition, Diamondback Tile Backer is ideal for tile and non-tile installations in wet and non-wet applications and areas of high humidity.



HEALTHY HOME
SOLUTIONS

Moisture and Mold Resistance

Diamondback Tile Backer contains no starches or sugars, so it naturally resists mold growth. When tested in accordance with ASTM D 3273, Diamondback Tile Backer showed no evidence of mold after 28 days of exposure – scoring a top rating of 10.



○ **Textured coating**
*bonded to a
polymer-modified
gypsum surface*





Why Walls Matter

“My home is my
escape from the world.
Peace & quiet matters.”

With the increasing popularity of media rooms, centrally located laundry rooms, and rec rooms, today's home designs need to anticipate and manage noise. Now you can offer your customers a home with these highly sought-after features, without compromising acoustic comfort and quality.

**When noise levels are below 60 decibels, average time
needed to get to sleep drops from 22 to 14 minutes**

@ 60dB

zzz

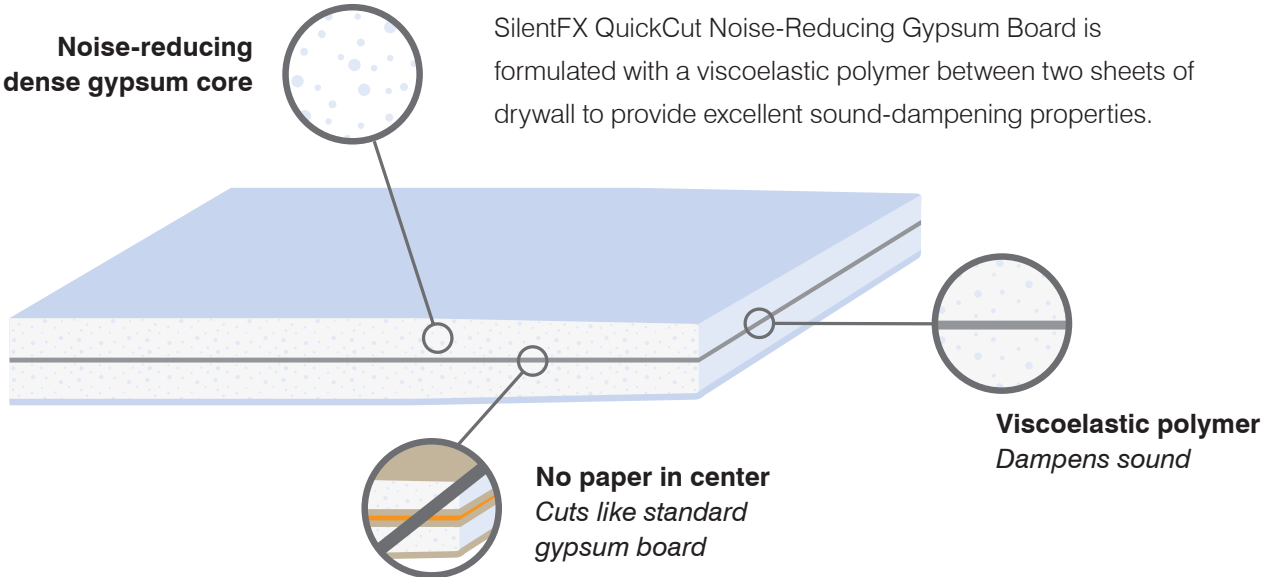
Create quieter spaces.



NOISE CONTROL
SOLUTIONS

SilentFX® creates quiet spaces through superior acoustics.

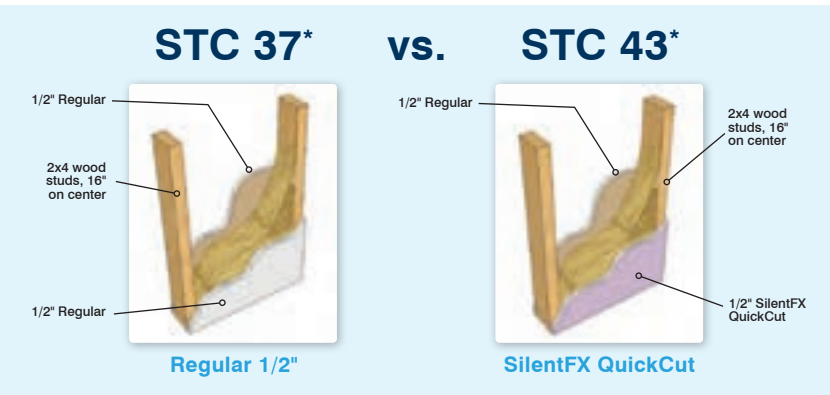
Able to work within a range of wall systems, SilentFX QuickCut Noise Reducing Gypsum Board scores, snaps and installs like standard drywall while outperforming traditional methods such as double-layer drywall, resilient channel or use of insulation alone – reducing airborne sound transmission between rooms up to 90%.



How loud is it?

	Perception	dB
Jet Takeoff	Intolerable	140
Pain Threshold		130
Rock Concert	Deafening	120
		110
Street Traffic	Very Loud	100
		90
Busy Office	Loud	80
		70
	Moderate	60
		50
Quiet Room	Faint	40
		30
Calm Breathing	Very Faint	20
		10
Hearing Threshold		0

Compare Sound Transmission Class (STC)



*with fiberglass insulation



Why Walls Matter

“I want the freedom and flexibility to make my home my own.”

Homeowners want to create a place that reflects who they are, how they live, and what they love. But standard walls limit what the room can be. That's why Habito™ is such a major innovation. It's more than just durable – it's the first drywall specifically designed to make homeowners' lives easier. With the revolutionary durability and liveability of Habito, homeowners don't have to be careful. They can just be themselves, truly at home in their home.

Smart walls for smart homes.



DURABILITY SOLUTIONS



Habito™ combines the strength of Old World plaster with the convenience of modern-day drywall. It allows homeowners to use their walls the way they want. Because it holds incredible weight – up to 30 lbs. – on a single #10 wood screw. No predrilling, wall anchors or stud finders required.

Habito delivers advantages homeowners can appreciate:



Remarkable fastening strength.

Holds up to 30 lbs. on a single #10 wood screw, no need for an anchor or stud.



Incredible toughness. The impact resistance of a 5/8" abuse board in a 1/2" product.



Better acoustics. Blocks sound to adjoining rooms better than standard 1/2" drywall.



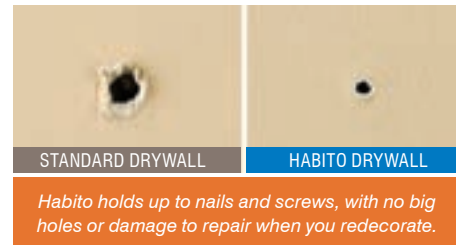
Straightforward installation.

Just score and snap.



Minimal damage from nails and screws.

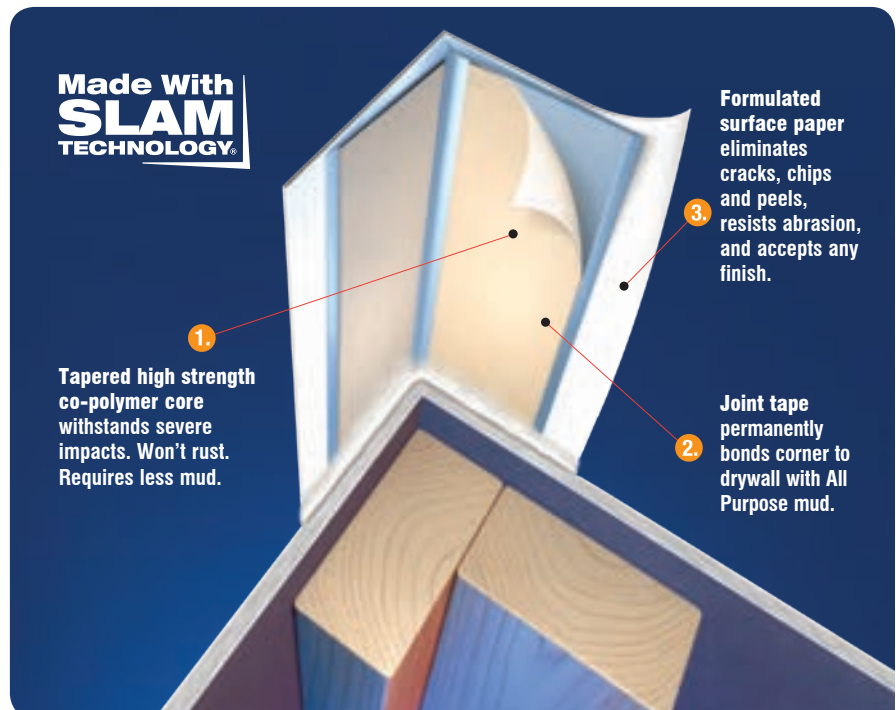
Makes decorating and redecorating fun again.



Structural Laminate Drywall Corner System

SLAM Technology® integrates three key components: Durability, Flexibility, and Strength.

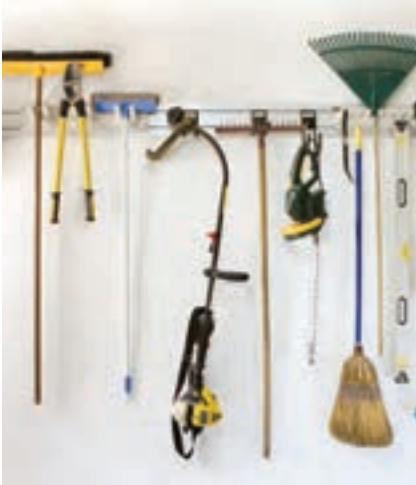
Saves labor and mud, and eliminates costly callbacks.





Easy to explain, easy to appreciate.

Because they deliver high-level benefits based on homebuyer priorities, Wall-to-Wall™ Solutions are simple to understand. Simple to select. And easy to appreciate.

SOLUTION	 Healthy Home	 Noise Control	 Durability
	Create a safer, healthier indoor environment	Create a quiet, peaceful oasis	Create durable, versatile spaces
PRODUCT	M2Tech® AirRenew® Diamondback®	SilentFX® QuickCut	Habito No-Coat®
RECOMMENDED SPACES	Bedroom, kitchen, living room and nursery	Bedroom, home office, media room and nursery	Media room, garage, basement, playroom, hallways and corridors
			

Because building is a team effort.



CertainTeed is more than a trusted brand. We're an organization dedicated to supporting the success of our partners. That means giving our W2W builders the tools you need to succeed.

- Training for your sales team
- Model home / design center marketing kits
 - Customizable trifold brochures
 - Customizable sell sheets
 - Wall clings
 - Signage
 - POP
- Product showcase videos
- Ongoing print, online and mobile ad advertising support
- Responsive support and quick answers from our Technical Support Team

Contact your local representative to learn more about Gypsum Partner Solutions.

CertainTeed Building Solutions®

The **CertainTeed Building Solutions** program rewards loyal companies for using a wide range of CertainTeed products on residential and commercial projects. We're a single source manufacturer, so it pays to take advantage of multiple CertainTeed products and solutions. The more you use, the more you get!



With CertainTeed Wall-to-Wall™ solutions, you can offer specialized performance based on what matters to your homebuyers. For more information on why walls matter for specific room applications in the home – plus videos, home builder testimonials and more – visit us online.



AirRenew® 1



Diamondback® Tile Backer



AirRenew® & M2Tech® 5



Habito™ & No-Coat® 8

Get Wall-to-Wall™ information, videos, home builder testimonials and more at
www.certainteed.com/drywall/residential

2 SilentFX® QuickCut 3 SilentFX® QuickCut 4 SilentFX® QuickCut 6 Habito™ & No-Coat® 7 Habito™

	HEALTHY HOME SOLUTIONS	1 NURSERY
	NOISE CONTROL SOLUTIONS	2 BATHROOM
	DURABILITY SOLUTIONS	3 BEDROOM
		4 HOME OFFICE
		5 KITCHEN
		6 LIVING ROOM
		7 GARAGE
		8 BASEMENT



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

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GYPSUM • CEILINGS • INSULATION

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