



What a Lumberyard Pro Says About AdvanTech® Flooring

I've recommended AdvanTech flooring for about 10 years now. Builders here like it because it's sturdy, fits well and reduces callbacks. It's the go-to subfloor for our part of Massachusetts. Weather isn't a factor. Since it resists moisture, none of my guys has ever had to sand it. I absolutely recommend AdvanTech flooring.

Robert Goodman
Sales Representative
Littleton Lumber, Littleton, Mass.

To Learn More

WEB AdvanTechPerforms.com

PHONE 800.933.9220

CONTACT huberwood.com/contact-us/gj

TORTURE-TEST VIDEOS
AdvanTechBuildStrong.com

ICC ESR-1785 REPORT
huberwood.com/advantech/performance/esr-1785

BROCHURE
huberwood.com/assets/user/media/AdvanTech-Brand-Brochure-2013-10.pdf



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A 4' X 8' HEADACHE RELIEVER

Nine out of Ten Builders Who Try It More than Once Swear by It¹...Here's How to Win More Lifetime Customers with **AdvanTech® Flooring**

AdvanTech flooring is engineered to end home builder headaches. Less risk of callbacks, project delays, lost dollars, or reputations put at risk because of subfloor issues.

AdvanTech flooring is built to a higher standard than the industry minimum for subfloor panels, PS-2. No marketing claim. **It's a certified fact²**. Superior standards mean a floor that starts strong and stays strong. Stronger floor, fewer headaches.

AdvanTech® Flooring vs. OSB and Plywood

Look at the differences in strength, stiffness and fastener holding power between AdvanTech flooring and commodity OSB and Plywood.

	STRENGTH	STIFFNESS	NAIL HOLDING
AdvanTech Flooring	(+) 62% Overall vs. Code Minimum (ESR-1785)	(+) 28% OSB / (+) 16% Plywood vs. Code Minimum (ESR-1785)	(+) 10% Overall vs. Code Minimum (ESR-1785)
OSB	Code Minimum (PS-2)	Code Minimum (PS-2)	Code Minimum (PS-2)
Plywood	Code Minimum (PS-2)	Code Minimum (PS-2)	Code Minimum (PS-2)



**500 DAY
NO SANDING
GUARANTEE**

AdvanTech flooring is engineered to outperform all competitors under all weather conditions. So much so, AdvanTech flooring is backed by the industry's best no sanding guarantee—500 days of no-worry performance.

¹ Burke Research. "Discrete Choice Pricing Research Report for AdvanTech" (commissioned research, Charlotte, NC, 2013). Research documents an actual of 86%.

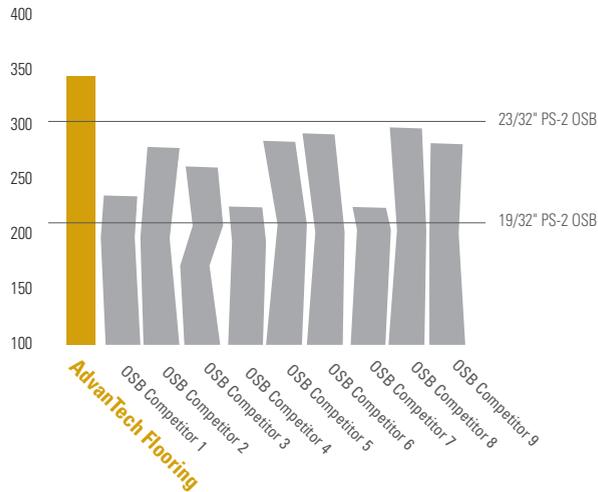
² Huber Engineered Woods, manufacturer of AdvanTech flooring maintains ESR-1785, an Evaluation Services Report issued by the International Code Council Evaluation Service. Evaluation reports from ICC Evaluation Service are frequently used by code officials to verify that new and innovative building products comply with code requirements. ICC-ES ESR-1785. The ESR-1785 designation confirms that AdvanTech flooring panels have endured a battery of testing protocols that measure and ensure greater levels of panel strength, stiffness, and fastener holding power than commodity grade PS-2 OSB and Plywood.

30-Day Results for All-Weather Test³

Weather is tough on wood. So how does AdvanTech® flooring compare to top competitors after 30 days of non-stop exposure? Judge for yourself:

AdvanTech flooring is the only 23/32" OSB product tested that **did not** drop below the PS-2 industry standard for subfloor stiffness. A stiffer floor can lead to fewer homeowner complaints.

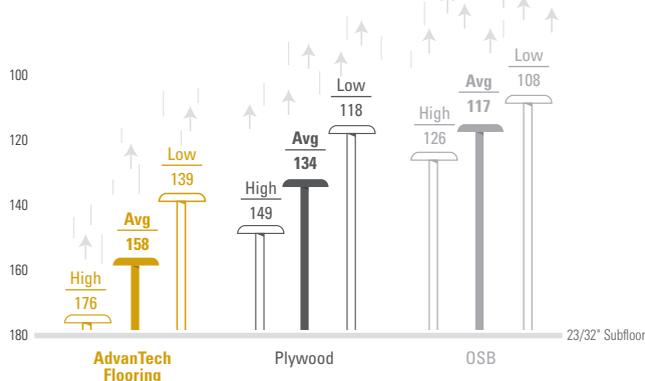
Average Parallel Bending Stiffness, EI, @ Day 30 (lbf-in²/ft [000])



Testing done in accordance with ASTM D 3043—Standard Test Methods for Structural Panels in Flexure, Method C.

In the same 30-day exposure test, AdvanTech flooring maintained its ability to hold a finished floor fastener better on average than its OSB and plywood competitors tested. Better fastener holding can mean fewer issues with hardwood flooring and less squeaks. Look at the graph below, imagine the same extraction force is being placed on each fastener to pull it out of the subfloor. The numbers for AdvanTech flooring, OSB and plywood represent how well each category of panel on average held the fastener in place after the panel had been exposed for 30 days. Higher numbers (less exposed nail) = better fastener holding power.

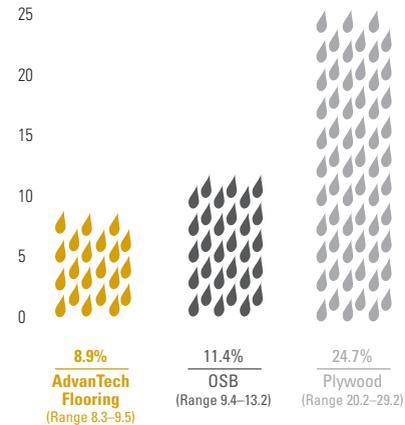
Average Fastener Withdrawal @ 30 Days (lbf/in)



Testing done in accordance with ASTM D 1037 Section 14—Nail Withdrawal. High and low numbers represent the 95% confidence interval.

After 30 days of exposure, AdvanTech flooring had less water absorption on average (and hence less moisture content) than the competitive OSB and plywood panels tested. Higher moisture content can cause costly delays, especially when installing hardwood floors.

Average Moisture Content @ 30 Days (% Moisture Content of Panels)



Moisture measurements taken with a Delmhorst J 2000 moisture meter.

Drive Sales with a \$600 Rebate

Now through December 31, 2014, first-time AdvanTech flooring builders and remodelers can earn up to a **\$600 cash rebate**⁴ just for trying AdvanTech flooring. Discover why for 13 years running, BUILDER magazine readers have rated AdvanTech flooring number one in quality.⁵

Seeing Is Believing

Home builders and remodelers who use AdvanTech flooring are not shy about naming it as one of their favorite building products on the market today.⁶

To learn more, watch the brief torture-test videos online. Better yet, contact your local AdvanTech flooring sales rep for a no-obligation demo. For the name and number of your rep, call 800.933.9220 or visit huberwood.com/contact-us.

**AdvanTech® flooring...
FLAT OUT BEST™
for a quiet, stiff floor.**

3 Huber Engineered Woods. "30 Day Exposure Deck Results." (Internal research, Commerce, GA, 2013). AdvanTech panels and nine OSB and four plywood competitors (13 competitors total) were cut to 4' x 4' squares, attached to floor framing and left in normal outdoor weather conditions. All panels had no previous weather exposure.

4 Visit website for full information. www.huberwood.com/AdvanTech/literature-rebates/rebates

5 BUILDER Magazine 2013 Brand Use Study

6 BUILDER magazine's 2013 Readers Choice product survey asked builders to name their favorite product or material. AdvanTech flooring was recognized by builders as one of 16 products or materials "they can't live without." AdvanTech flooring was the only subfloor panel product of the 16 products chosen.