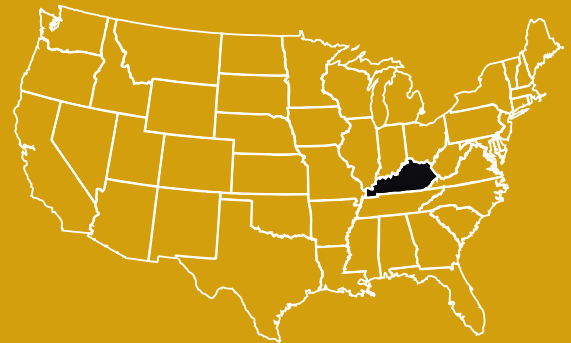


"AS A PLYWOOD BUILDER, I WAS APPREHENSIVE - BUT NOT ANYMORE!"

Builder Name Joe Pusateri

Company Name Elite Homes

Location Louisville, KY



For 33 years, Joe Pusateri used plywood on each of the approximately 50 high-end custom homes that he built per year. That changed in 2010 when Pusateri and Elite Homes made the switch from plywood to AdvanTech® flooring.

DECIDING TO GIVE ADVANTECH FLOORING A CHANCE...

"For many years at the International Builders' Show, I heard about the benefits of AdvanTech flooring, but like many other plywood builders, I was still apprehensive about using the product. It wasn't until my carpenter and my lumber salesman both specified AdvanTech for their homes that I decided to do some research of my own."

AFTER A COMPARISON, THE PROOF WAS IN THE RESULTS...

"In my office, I re-created the same water absorption test that I saw at the show that compares AdvanTech to the plywood I was currently using. Needless to say, I was very pleased with the results. When comparing the two products after one week, the plywood had delaminated and was retaining the water while AdvanTech flooring was impervious and unchanged."

SAVING TIME AND MONEY ON THE JOBSITE...

"In the past, we had to add a day into our building scheduling to repair the damaged plywood spots caused by the moisture-related issues. Once we began using AdvanTech flooring, we were able to remove that step in our building process, which saved us time in the long-run."

PROVEN ON OVER 30 HIGH-END BUILDS...

"Now that we have used AdvanTech flooring on over 30 homes, I know that the product provides our homeowners with the most benefits while allowing us to complete our builds more efficiently. I am an avid supporter of the product and will continue to use AdvanTech for years to come."



Elite Homes built this house using AdvanTech flooring for Season 7 of "Extreme Makeover: Home Edition."

Joe switched to AdvanTech with success and you can, too. Find your local sales representative by calling 800-933-9220 or visit our website at www.advantechperforms.com.