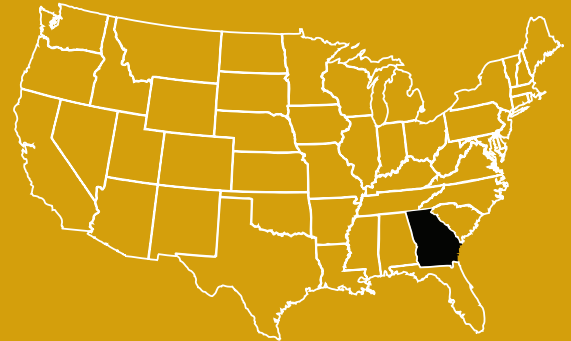


"WE ARE ALWAYS RELIEVED TO SEE ADVANTECH® USED ON THE JOB SITE."

Builder Name Shane Lyle

Company Name Strathmore Floors

Location Atlanta, GA



Shane Lyle specializes in finished flooring services and often handles rework associated with plumbing leaks. He's found that homebuilders who choose AdvanTech® flooring spend less on construction costs, as it creates less rework for flooring professionals due to its superior moisture resistance.

WATCHING BUILDERS TRY COMMODITY OSB – AND COME BACK TO ADVANTECH . . .

"Due to rising costs in the construction industry in 2003 and 2004, we saw homebuilders switching from AdvanTech flooring to commodity oriented strand board (OSB) because they felt it would decrease building costs. We found that the OSB reacts poorly to moisture and many times the subfloors and hardwoods in these homes had to be replaced. To fix the homes, we had to hire a full-time sanding crew, creating expensive and time consuming rework. Needless to say, the builder switched back to AdvanTech flooring after this experience."

HOW THE BENEFITS OF ADVANTECH OUTWEIGH THE EXTRA COST . . .

"Builders should consider the rework associated with commodity OSB and compare that to the durability of AdvanTech panels. It makes sense financially to choose AdvanTech flooring over competitors because its moisture-resistance benefits outweigh the extra costs. The performance, along with the 50-year stamp and the 300-day no-sand warranty, has given homeowners a peace of mind because they really trust AdvanTech."

PREVENTING PROBLEMS FOR BUILDERS . . .

"We are always relieved to see AdvanTech used on the job site because it eliminates delays and makes our job easier since we don't have to worry about prep time for sanding floors or back-end warranty costs. Overall, AdvanTech flooring solves a lot of problems for the homebuilder, the homeowner and our company."



For best results and the least hassle, Shane Lyle advises homebuilders to choose AdvanTech flooring over typical OSB or plywood.

Shane 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.