

CertainTeed

TOWNHOME WALL-TO-WALL SOLUTIONS

High-Performance Drywall Systems for
Greater Owner Satisfaction and Value



Caption to be white

CertainTeed
SAINT-GOBAIN

ENHANCE YOUR TOWNHOMES' SALES APPEAL WITH CERTAINTEED QUALITY



CertainTeed drywall means a lot to a townhome builder looking for a proven competitive advantage at sales time. It starts with CertainTeed quality, a great way to differentiate your brand to a prospective owner.

For more than 100 years, CertainTeed has symbolized superior quality in home and business wall and ceiling applications. Today you can Be Certain™ a townhome bearing the CertainTeed name will offer owners many years of comfort, convenience, and value.

QUALITY YOU CAN TRUST



ACCOLADES

The Wall Street Journal
"Technology Innovation Awards"

Builder News
"Best Products R&D Awards"

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"

INDUSTRY LEADERSHIP

Our applications are so advanced, they actively improve indoor air quality. Other choices work to improve townhome living with outstanding acoustical, durability, and fire safety performance. Fewer townhome issues, better investment.

PRODUCTS

To sell a townhome, you need every marketing advantage. CertainTeed offers one of the best with interior wall and ceiling solutions that offer marketing advantages you won't find from any other gypsum board provider.

BEST GREEN PRACTICE

Today sustainability is more than good construction practice; it also appeals to prospective townhome owners. Today CertainTeed is a respected leader in sustainable building materials and the winner of numerous innovation awards and environmental distinctions.

SUPPORT

Winning marketing tools to help improve townhome sales performance.

- Proven products that speed construction efficiency and appeal to townhome owners
- Accredited classes and online learning programs and communications that keep you on top of best industry practices
- Nationwide availability and accessibility so you have what you need, when and where you need it
- Building Solutions® Program rewards builders for multiple product purchases

QUIETER ROOMS MEAN MORE PRIVACY AND COMFORT

CertainTeed's SilentFX® Noise-Reducing Gypsum Board consistently outperforms traditional sound-attenuation methods such as double-layer wall, resilient channel, or insulation alone.

Even if local code permits one-hour fire-rated walls when the building is equipped with an automatic sprinkler system, double-layering between adjacent units is still required to meet sound transmission class (STC) requirements. SilentFX Type X meets both the STC criteria and fire-rating with a single-layer approach.



SILENTFX: QUIET WHERE IT'S NEEDED

SilentFX Noise-Reducing Gypsum Board 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 SilentFX wall system can reduce airborne sound transmission between rooms up to 90 percent.

SilentFX wall systems offer less unwanted noise, greater townhome satisfaction.



SilentFX Noise-Reducing gypsum board is ideal for:

- Laundry rooms
- Media rooms
- Separation walls between units
- Other areas where resident satisfaction is important

UP TO 90 PERCENT LESS NOISE BETWEEN ROOMS



GREEN GLUE™: FOR MAXIMUM ACOUSTIC PERFORMANCE

Now the same family of proven damping and sealing materials used to make SilentFX gypsum boards can help optimize townhome soundproofing.

Green Glue Noiseproofing Sealant

A specially formulated sealer that helps suppress sound at floor, ceiling, and wall seams as well as electrical box and light fixture gaps.

Green Glue Noiseproofing Compound

A viscoelastic damping compound that reduces noise infiltration when applied between two layers of gypsum board. Ideal for post-installation corrections and small renovations/remodels.

Green Glue Noiseproofing Joist Tape

An easily-applied tape that minimizes squeaks and foot impact noise caused by subfloor rubbing on joists.



DIFFERENTIATE YOUR PROPERTY WITH IMPROVED AIR QUALITY

"CertainTeed AirRenew® drywall helps remove unwanted chemicals from indoor air even years after the construction is done. AirRenew is ahead of the game. It tackles indoor air quality issues head on."



Mike Holmes
Trusted contractor and host of the hit TV series *Holmes on Homes*®, *Holmes Inspection*, and *Holmes Makes It Right*



CertainTeed's revolutionary AirRenew® Gypsum Board actively improves indoor air quality (IAQ) by permanently reducing formaldehyde, a common volatile organic compound (VOC).

Formaldehyde is a VOC commonly found in engineered wood furniture, computers, carpeting, treated fabrics, hair sprays and cleaning materials¹. That, plus today's tighter building construction methods makes the eliminations of those contaminants even more critical.

AirRenew®



Only AirRenew offers this remarkable IAQ advantage plus:

- 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 coats² of paint and finishing
- Available with enhanced moisture and mold resistance
- Easy recyclability just like regular gypsum board



INDOOR AIR QUALITY TOWNHOME BUYERS DESERVE



AIRRENEW® ACTIVELY IMPROVES INDOOR AIR QUALITY BY ELIMINATING VOCs

How does AirRenew help clear townhome air like no other drywall on the market?

When airborne formaldehyde comes in contact with the AirRenew board through normal air circulation, AirRenew captures and converts the VOC 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.

AirRenew helps safeguard your townhome with a more healthful indoor environment.

REDUCE MOLD RISK WITH M2TECH GYPSUM BOARD

You know the threat mold presents. Allergic reactions, asthma, and other respiratory problems are often associated with mold. Removing mold from a townhome can be a costly and disruptive operation.

M2Tech Gypsum Board helps minimize mold issues. Its special moisture and mold resistant formulation make it ideal for rooms with high humidity or situated below grade. No one can claim a 100 percent effective way to eliminate indoor mold and spores. But moisture and mold resistant drywall products from CertainTeed greatly reduce potential problems.

For optimal protection, add M2Tech finishing products and Level V Wall and Ceiling Primer/Surfacer for a complete mold-resistant wall system.³

M2TECH™

¹According to the U.S. EPA (EPA.gov/iaq/voc.html)

²With most water-based acrylic and epoxy paints

³Not available in all areas

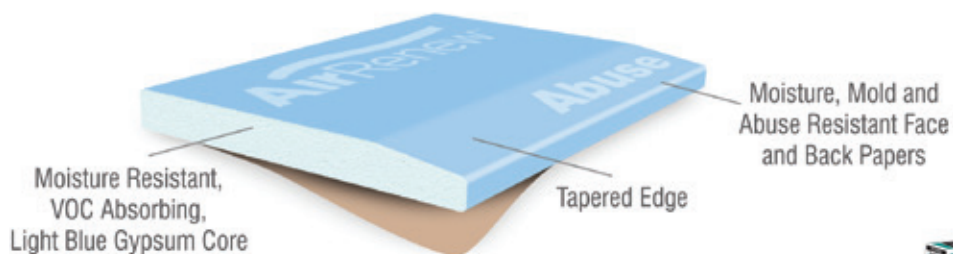
TOUGHER WALLS, ENDURING VALUE



A townhome can take a pounding from everyday use. AirRenew® Extreme Abuse Gypsum Board technology and Optimus® impact resistant corner beads are an economical alternative to traditional concrete masonry. Its special formulation helps resist surface abrasion, denting, and soft- and hard-body abuse, helping keep property value high, ongoing maintenance low.

AirRenew Extreme Abuse Gypsum Board is ideal for:

- Hallways
- Utility/storage rooms
- Parking areas
- Any common area with high traffic



AirRenew®
Extreme Abuse

Optimus®





Gypsum Products		Recommended Applications	
1	AirRenew Essential AirRenew M2Tech	• Bedroom • Nursery	• Entire Townhome
2	M2Tech DiamondBack	• Bathroom • Kitchen	• Laundry Room
3	SilentFX®	• Media Room • Home Office	• Laundry Room • Nursery
4	AirRenew® Extreme Abuse	• Hallways • Playroom • Utility Room	• Garage • Mud Room
5	GlasRoc Shaftliner	• Area Separation Fire Walls	

BUILD WALLS TOUGH ENOUGH FOR REAL LIFE



AIRRENEW® EXTREME ABUSE STANDS TOUGH TO HEAVY TRAFFIC

High-traffic areas take a lot of bumps and scrapes. Standard drywall can quickly deteriorate under constant abuse, leaving townhome owners scrambling to maintain a like-new look year after year.

AirRenew Extreme Abuse Gypsum Board has a dense abuse-resistant core wrapped in heavy recycled face and back paper that stands up to scuffs, scratches, and dents. It offers low maintenance, low repair incidence compared to standard drywall, freeing you for other activities.

Plus, it offers the same great indoor air quality and mold-resistant properties of the AirRenew family of products.

OPTIMAL STRENGTH AND PERFORMANCE FOR THE TOUGHEST, STRAIGHTEST EDGE

Reduce corner maintenance issues by using Optimus® corner beads , an easy to install bead that is the strongest bead technology available. No dents, no need to pull and replace. The laminated co-polymer core bonds tenaciously to the corner—meaning no punch issues such as nail pops and edge cracking.

How Optimus cuts maintenance expense:

- Durable before and after installation—no special handling required
- Smooth bead edge means applicators can't get nicked or cut
- Specially designed corners give perfectly straight edges every time in with less labor required
- Preformed tapered shape allows for less fill coat, faster drying, and no edge cracking

MINIMIZE ISSUES BETWEEN NEIGHBORING TOWNHOMES

One of the key design features for townhomes is a fire-resistive, sound-suppressing area separation wall between townhomes. A separation wall not only helps protect your real estate investment but also offers townhome buyers a safer, more livable home.

Unlike masonry walls, gypsum area separation wall systems install quickly and easily due to their lightweight construction. This not only saves installation costs, use of these assemblies gains valuable floor space, reducing the wall thickness from 8 inches down to 3½ inches*.



IMPROVE FIRE SAFETY WITH GLASROC® SHAFTLINER

GlasRoc Shaftliner is engineered for area firewall separation, especially separation walls constructed during inclement weather or subject to long outdoor exposure (up to 12 months). This specially-formulated drywall achieves fire-resistance with a non-combustive core combined with reinforcing glass mats (paperless). The composition is also water- and mold-resistant, achieving a top mold-test rating.

Not only does GlasRoc Shaftliner offer two-hour fire resistance (UL Classified and ULC Listed) but also provides superior sound attenuation, making it a great multi-purpose choice for unit separation. For even better sound attenuation, substitute ½" SilentFX™ for ½" CertainTeed Regular.

*Wall thickness may vary



More reasons to consider GlasRoc Shaftliner for area firewall separation:

- Less installation cost than masonry due to lighter weight, reduced thickness, double-beveled edges, and no need for scaffolding
- Does not inhibit water vapor permeance
- Easily stacked, floor to floor, allowing progressive construction up to four stories or a total height of 68 feet
- Takes less space than masonry

CERTAINTEED WALL AND CEILING SYSTEM MATERIALS FOR PROVEN QUALITY AND PERFORMANCE



Lighter, easier to use wall and ceiling system materials help you build more efficiently, reducing overall installation costs for contractors, builders, and owners.

DIAMONDBACK® IS THE STRONGER TILE BACKING FOR BATHROOMS AND OTHER AREAS

Diamondback Tile Backer is a superior tile substrate for walls, ceilings, floors, and countertops and is used behind tiles in high humidity areas such as bathrooms, laundry rooms, utility rooms, and kitchens. The substrate consists of a high performance, water-resistant gypsum board with a unique textured coating and pattern design for improved moisture and mold resistance and tile adhesion.

- Lighter, easier to cut without special tools
- Not abrasive to tub or shower, reducing callbacks
- Eliminates the need for an additional moisture barrier



SPEED FINISHING WORK WITH LEVEL V WALL & CEILING PRIMER/SURFACER

M2Tech Level V is a high-quality 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. Result: Less effort, cost, and a more attractive presentation to townhome buyers.

EASYFLEX® FLEXIBLE CORNER BEAD OUTPERFORMS AT EVERY ANGLE

For all inside or outside angles of any length, go with EasyFlex and EasyFlex PRO. Featuring a co-polymer tapered core with a built-in flexible hinge, EasyFlex conforms to any angle with crisp, straight lines while giving superior edge crack resistance and faster install times.

ENHANCE THE VALUE OF YOUR TOWNHOME

RELY ON CERTAINTEED

A decision to buy a townhome is a major commitment. It makes sense to protect that investment with CertainTeed value and quality.

Choosing CertainTeed Gypsum means more than "standard grade." You're investing in innovative, sustainable, and value-added products that promise many years of convenience and enjoyment.

Count on our advanced, time-tested wall and ceiling products to live up to a commitment to Building Responsibly™. Our name on the product means you can Be Certain™ you've teamed up with a trusted name that represents peace of mind today and tomorrow.

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

[**Be Certain**]™

ASK ABOUT ALL OF OUR OTHER CERTAINTEED PRODUCTS AND SYSTEMS:

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

www.certainteed.com/gypsum

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