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FOR IMMEDIATE RELEASE

NEW IS THE WORD FOR HPS SCHÖNOX AT NAHB BUILDERS' SHOW

New Products Provide New Opportunities for the Home Renovation Industry

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Exhibiting for the first time at the NAHB Builders' Show, HPS Schönox is bringing new products to the home building sector that will expand the ability to install more diverse floor coverings over wood subfloors. Other new product entries to the home building industry by HPS Schönox will allow installers to apply adhesive with a roller from a standing position. "We have a unique opportunity for the building industry to use a series of products that will save them time and money while at the same time resulting in better flooring installations," remarked Enos Farnsworth, President of HPS North America, Inc. "These are proven technologies that are already used with great success in 20 countries."

Schönox AP and APF are self-leveling compounds that can be poured over critical substrates, including wood subfloors, providing a smooth surface for installing a wide variety of laminate, vinyl, ceramic, and other floor coverings without the use of underlayment panels and boards. "Often a flooring renovation project involves demolition efforts that can be costly and time consuming," explained Russell Wright, HPS Schönox Territory Business Manager. "These new products minimize demolition tasks and provide a subfloor that is sound, smooth, and ready for flooring installation."

Both Schönox AP and APF are made from synthetic gypsum that is created from the by-product of the process used to purify emissions from power plants. These unique products can go over many critical substrates, dry to 5400+ psi, and are designed especially for the renovation industry. "Many builders, architects, and designers find the environmental aspects of Schönox AP and APF to be especially attractive," said Karen Bellinger, HPS Schönox Business Development. "Once they see that these products significantly reduce demolition material going to landfills, have no VOCs, and are made from recycled material paired with the strong performance of the products, they are sold." Fortified using a special conversion method, synthetic gypsum is far superior to traditional gypsum-based products.

Also new to the building industry is Schönox Roll and Go, a rollable acrylic adhesive, for use with luxury vinyl tile. The product comes as an integrated kit containing everything that is needed to use the product including the primer, rollers, adhesive, and the rolling tray. Floor installation can begin fifteen minutes after application. A minimal amount of adhesive is applied allowing a cleaner installation process. Tiles are bound immediately so the installer can work on and across the tile without tiles slipping. Flooring can be installed for up to two hours after application. Tiles can be walked on and bear loads immediately.

HPS North America, Inc. has partnered with Schönox® a global brand of AkzoNobel to bring a complete assortment of products to North America including primers, repair mortars, floor leveling compounds, and adhesives for installing all types of floor coverings. The trademark Schönox®, with its unique problem solvers and product systems is created for professional craftsmen.