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FOR IMMEDIATE RELEASE

SCHÖNOX MAKES MOVES TO FURTHER SUPPORT RESIDENTIAL CONTRACTORS

Smoother, Faster, Safer Schönox Subfloor Products on Display at NAHB Builders' Show

Orlando, FL – January 10, 2017

The subfloor needs in the multifamily and single family residential markets are vast in scope and growing. HPS Schönox is showing this week at the NAHB International Builders' Show in Orlando, Florida presenting a full range of subfloor products that will help builders and renovation contractors address the toughest residential subfloor issues.

With more than 26 million apartments in the United States and the consistent need for their renovation and turnover, Schönox has developed subfloor products targeted at this important market. If apartments in the US turnover and need renovation just once in three years, that's 167,000 each week or 33,500 each day. Subfloor products that address this level of need are critical and Schönox has responded. "More than a third of young adults, ages 18 to 31, numbering 21 million people will be moving into multifamily and single family residences in coming years," explained Doug Young, Executive Vice President, HPS Schönox. "This coming demographic shift and the subfloor challenges present in housing underscore the need for the substantial research and development effort that Schönox has made in these sectors.

Many apartments and homes have ordinary gypsum subfloors that degrade and crack over time. Other homes suffer from subfloor challenges that make it difficult to install the fastest growing floor coverings such as LVT tiles and planks. Schönox has developed self-leveling compounds that address these issues. Schönox AP is a synthetic gypsum self-leveling compound that can be poured over a primed ordinary gypsum subfloor as well as many other subfloor varieties. The result is an incredible compressive strength of 5800psi. Schönox AP contributes to LEED credits and includes significant amounts of recycled content. Installers are pleased with the installation method, specifiers have a great environmental choice, and facility owners are getting apartment subfloors that are ready for many years of use.

"The performance of our subfloor products in multifamily areas where the conditions and turnover can be extreme ensure that Schönox will easily stand up to the needs of single family residential subfloor stresses," explained Young. "Schönox is well positioned to support the more than 57 million American who live in multifamily housing and those in single family as well as both areas grow in the future."

IBS NAHB International Builders' Show attendees and members of the press are invited to attend the Schönox booth at space S3016. Live product demonstrations and technical experts will be on hand to provide an overview and details of how Schönox is supporting the residential building and renovation sector.

About HPS Schönox

HPS North America, Inc., a division of TMT America, has partnered with Schönox[®] to be the sole importer of the complete Schönox product array to North America including primers & moisture mitigation systems, subfloor repair products, floor leveling compounds, adhesives, and waterproofing materials for installing all types of floor coverings. The trademark Schönox[®], with its unique problem solvers and product systems, was created for professional use.