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HPS SCHÖNOX ENCOURAGING IN-DEPTH QUESTIONS AT GREENBUILD

Comprehensive Question / Answer Database to Result

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In a comprehensive initiative to encourage a serious dialog regarding environmental responsibility, product technology, and sustainability, HPS Schönox has compiled ten of the most important questions asked in those areas and presented its answers in a new program entitled *Informed Decisions*. In a series of conversations, HPS Schönox sought out what was most on the minds of stakeholders. “Our objective is to provide our customers with a thorough understanding of the environmental credentials of our products in a straightforward question – answer format,” explained Thomas Trissl, HPS Schönox Principal. “Professional specifiers, architects, designers, and facility managers need information that will support their decision making processes.”

The initial ten questions compiled and answered by HPS Schönox address some areas that might be expected such as the manufacturing and development process for Schönox products and LEED credit contribution details. However, other questions go further into topics like health and safety for flooring installers and air quality not only after the installation process but during it. The company plans to assemble a wide range of questions and answers regarding environmental and subfloor issues. “We want customers to be able to quickly get the information that they need without having to cut through marketing literature,” commented Karen Bellinger, HPS Schönox Business Development. “This first set of questions is just the start of an online database that we will assemble and provide for customer use.”

“Made from a by-product of the process used to purify power plant emissions and as such containing significant amounts of pre consumer recycled content, our Schönox AP self-leveling compound strongly reflects what the company is doing on environmental and technological fronts,” explained Kris Day, HPS Schönox Territory Business Manager. “AP contains no VOCs or fly ash, contributes to LEED credits, and allows installers to renovate critical substrates rather than demolishing them, saving tons of waste material going to landfills.” Schönox AP can be poured over uneven, unsound substrates resulting in a smooth surface with a compressive strength of 5400psi. Special dust-reducing properties within AP minimize the dust so common in renovation projects. “Many installers have noticed the absence of warning labels on AP that are so common with competing cementitious leveling products,” remarked Day. “AP really is a safer, faster, smoother way to renovate subfloors.”

“Our conversations with customers are straightforward exchanges about the environmental and technology aspects of Schönox products,” explained Brandon Hagen, HPS Schönox Territory Business Manager. “That sort of just-the-facts conversation where we share ideas regarding how to do subfloor projects in the most environmentally responsible and successful manner is exciting for all sides.” Schönox will be in booth 912 at Greenbuild this year discussing unique opportunities for the subfloor industry to tap into environmentally responsible technologies. The show also marks the kick off of the *Informed Decisions* platform for Schönox.