

## OUR CORPORATE OFFICES

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## FOR IMMEDIATE RELEASE

### NEW SCHÖNOX STAFF PUTTING PRODUCT TECHNOLOGY TO WORK IN TEXAS

#### Schönox Regional Business Managers Addressing Subfloor Challenges

**Florence, AL – July 18, 2017**

Having joined HPS Schönox earlier this year as Regional Business Managers, DJ Gardner and David Zelaya are already making a positive impact in their respective territories within Texas and Oklahoma tackling challenging subfloor issues. “DJ and David brought a strong blend of both business and technical experience to Schönox that allowed them to quickly see the real-world applications for Schönox product technology with quite varied clients and projects,” explained Dave Lepird, Vice President – Business Development, HPS Schönox. “I was not surprised when I saw them solving challenging subfloor issues in the field very early in their tenure with the company.”



Early in his work with Schönox, David Zelaya met with a government client with not only a tough subfloor condition, but the added challenge that the facility could not be closed. Traditional demolition would not be an option and further, the building would be in active use during the flooring project. Zelaya worked with the technical teams at Schönox to put together a project plan involving a series of products including Schönox AP, synthetic gypsum self-leveling compound. Schönox AP is designed with renovation projects in mind with special dust-reduced properties, no VOCs, and performance characteristics that work well going over existing subfloors without demolition. “The client was really pleased with the resulting renovated subfloors and a process that allowed the facility to remain fully operational during the project,” explained Zelaya, Regional Business Manager, HPS Schönox. “I am delighted that we could bring this level of technology to the project.”

Recently, DJ Gardner worked with a national restaurant chain to specify subfloor materials that would allow the restaurant to do the flooring projects overnight. The restaurant could remain open for normal business hours, the installers would be equipped with the series of subfloor products to address the various issues, and the subfloor work could be completed in an efficient manner with minimal cleanup and no VOCs. “We used outstanding Schönox product technology to create strong, smooth subfloors that met performance and budget needs,” explained Gardner, Regional Business Manager, HPS Schönox. “Whether it’s patching compound that is moisture resistant, self-leveling compounds with embedded fibers for added strength, or anyone of our other products, we have features and performance criteria that will surprise and delight customers with demanding subfloor projects.”

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Before joining Schönox, David Zelaya was a flooring contractor managing projects and addressing subfloor issues on a daily basis. “I’ve seen the subfloor challenges in the field and understand how they can impact the efficiency of projects and if not handled correctly, the final results,” explained Zelaya. “Schönox has the range of subfloor products to help contractors be more successful and the technical teams to support them.”

Prior experience as a commercial hard surfaces flooring representative was great preparation for DJ Gardner’s work as a Regional Business Manager with Schönox. “When doing my due diligence before coming to work with Schönox, I learned that Schönox stands behind its products, its people, and its brand making it a great fit for me,” commented Gardner. “I’ve already seen this level of commitment first hand which gives me the confidence to support clients at such a high level.”

The training programs and continuing professional education regimen for Schönox Regional Business Managers are rigorous and hand-on. “Professionals like DJ and David have a wealth of experience where they have seen some subfloor challenges in the past that did not have good answers,” commented Lepird. “I am really excited when I see us providing Schönox products that solve those subfloor challenges for them now gaining customer loyalty project by project and equipping them for success.”

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### About HPS Schönox

HPS Schönox provides a complete subflooring 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. HPS Schönox is a subsidiary of TMT America, Inc.