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FOR IMMEDIATE RELEASE

HPS SCHÖNOX INTRODUCING FASTER AND BETTER PRODUCTS AT COVERINGS

New Subfloor Solutions for Every Day and Specialty Needs Alike

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Exhibiting for the first time at the Coverings show in Atlanta, HPS Schönox is focused on introducing new products here that will decrease overall installation times and enhance subfloors for the tile and stone industries. New to the company's product line up is Schönox ZM Rapid, a rapid setting self-leveling compound that allows the installation of many types of floor coverings after only 1.5 hours. Also new at Coverings, is Schönox iFix™, an adhesive for installing water insulation layers that is rollable reducing project installation times by at least 40% over conventional products. "We know the dual importance of installation speed and high quality subfloor projects," explained Enos Farnsworth, president of HPS North America, Inc. "Schönox is bringing a high level of innovation designed with a fresh look at every aspect of the subfloor process."

Schönox ZM Rapid joins the company's full line up of primers, repair mortars, floor leveling compounds, and adhesives filling an important need for leveling cement and gypsum based substrates with time sensitive installations. "So many of our products are allowing flooring installers to do larger projects within shorter timeframes," commented Russell Wright, HPS Schönox Territory Business Manager. "Often our customers need to help their clients to get back into their renovated spaces quickly; our products help them do that." ZM Rapid can be installed up to 1" in depth and sets up at a remarkable 7200 PSI allowing challenging, uneven subfloors to be made smooth and strong.

Installing waterproof membranes has historically been a somewhat difficult and time consuming process involving the use of two to three different products. Schönox iFix™ includes a fully integrated kit with the tools and materials needed to apply waterproofing insulation layers in areas such as showers, bathrooms, balconies, terraces, and pools. The product is applied with a roller which significantly speeds application, minimizes the amount used, and goes on more smoothly than traditional products. "The iFix™ solution allows sealing membranes to be applied and their overlapping areas sealed at the same time," explained Kris Day, HPS Schönox Territory Business Manager. "This installation need is the latest example where Schönox has developed a fully integrated product solution that will delight installers who have done these tasks with existing products."

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.