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HPS SCHÖNOX AND DRYTILE NORTH AMERICA ANNOUNCE COLLABORATION

DryTile Modular Tiling System Requires a system like Schönox-Quality Subfloors offers

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As part of its ongoing effort to be On It through innovation, solutions and service, SCHÖNOX HPS NORTH AMERICA announces that it has entered into a Memorandum of Understanding (MoU) with DryTile North America, the exclusive importer of the DryTile system of non-adhesive ceramic tile.

The agreement confirms mutual interest and collaboration between the parties to further advance DryTile modular ceramic tile, which HPS and DryTile believe will be a revolutionary addition to the North American flooring industry. The DryTile System has already been used in many successful installations throughout Europe, and DryTile North America expects a similar strong reception with its target market. The involvement of Schönox[®] follows the tiling system's requirement of a solid, smooth and level subfloor, a result that is guaranteed through the Schönox[®] line of quality floor-leveling compounds and repair products in combination with professional installers.

"I was intrigued by the DryTile system when I first saw it in operation in Germany, and clearly see the many advantages offered by a modular tiling approach. In addition to sustainability, which is important to us at Schönox, the flexibility in design and ease of installation are amazing. The fact that this system requires a perfect subfloor fits ideally with our Schönox[®] leveling products," said Thomas Trissl, HPS Schönox Principal.

"The only prerequisite for the DryTile system is an absolutely smooth subsurface. The standard high-quality Schönox subfloor aligns perfectly with the requirements of the DryTile tiling system. With smooth, level floors, our innovative tiling approach has the potential to be both impactful and successful," said Udo J. Reich, DryTile North America President.

The MoU establishes a framework for closer collaboration between each party, leveraging HPS' existing relationships in the North American flooring industry and establishing Schönox[®] as the preferred subfloor leveling system to be used in conjunction with DryTile. For more information on how DryTile and Schönox[®] can be a winning combination for your flooring needs, please contact DryTile's Brenda Boivin at 833-DRY-TILE or HPS Schönox's Kathleen Edwards at 256-246-0344.

About DryTile

DryTile North America owns the exclusive rights to import, market, distribute, and sell the DryTile System of non-adhesive ceramic tiles, which system and related intellectual properties are owned by Deutsch Steinzeug/ Agrob Buchtal GmbH and HPC Solutions AG. The DryTile system offers all the advantages of ceramic tiles compared to other floors such as laminate or vinyl: it is easily installed; UV-resistant and odor-neutral;



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heavy furniture does not leave any pressure marks; it is non-flammable and resistant to heat. These characteristics make DryTile the ideal system for shop-fitting, car showrooms, offices, hotels, museums, commercial buildings, schools and restaurants.

About HPS Schönox

Schönox HPS North America, a business unit of HPS North America, is a customer-oriented, entrepreneurial, high-tech company that specializes in building materials suited for new buildings as well as for renovation. Innovative materials include primers and moisture mitigation systems, subfloor repair products, floor leveling compounds, adhesives, and waterproofing materials for installing all types of floor coverings. For more information about Schönox products and Schönox, HPS North America, Inc. contact Kathleen Edwards at kedwards@hpsubfloors.com, call Toll free 855.391.2649 or visit www.hpsubfloors.com.