



BUILD STRONG MOISTURE RESISTANT ADVANTECH® FLOORING MULTIPLIES SALES WITH \$600 NEW BUILDER TRIAL REBATE

Moisture resistance

Strength & stiffness

Fastener holding power

Installation speed & ease

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RAIN. TO A HOMEBUILDER, IT'S THE FOUR-LETTER WORD THAT CAN MEAN HOURS OF SANDING OR REPLACING MOISTURE-EXPOSED PLYWOOD OR OSB SUBFLOOR.

That's project delay and expense no quality-minded builder can afford.

Fortunately, for the last 17 years, there's been a better way: AdvanTech® flooring panels have reinvented how homebuilders and building suppliers think about subfloor moisture protection.

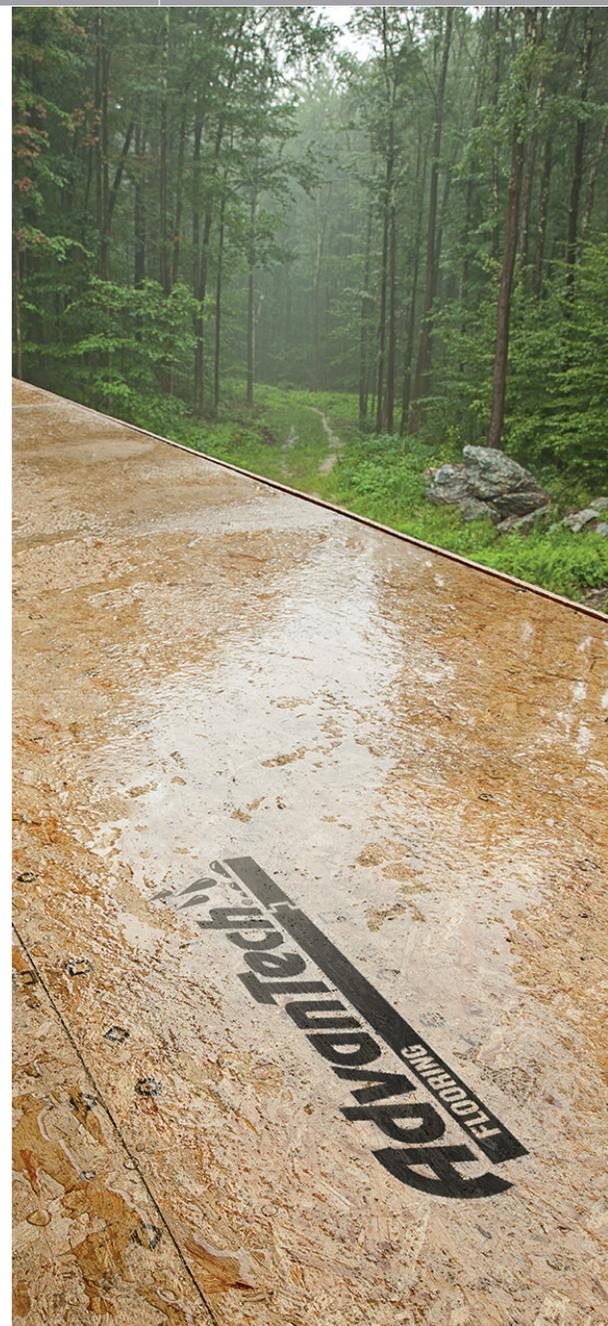
If you carry AdvanTech flooring, you know it flat-out beats everything else available (and you have the builder stories to prove it). If you don't carry it, it's time you joined hundreds of dealers nationwide that profit from the flooring BUILDER magazine says builders "can't live without."¹

GUARANTEED FOUR-WAY MOISTURE PROTECTION

It's no secret moisture-exposed OSB swells and weakens. Wet plywood can swell, cup and/or delaminate. AdvanTech® flooring leapfrogs both with a unique, four-way moisture defense system engineered to withstand Mother Nature's worst with:

1. Highly compressed and consistent wood density
2. Advanced, moisture-resistant resins
3. Moisture protection throughout entire panel
4. Durable and water-tight edge sealant

With AdvanTech flooring, moisture doesn't stand a chance. That's more than a promise. Builders and remodelers are backed by an unmatched 500-day no-sanding guarantee. Homeowners have the peace of mind of a limited lifetime warranty. As long as they own the home—yes, 15, 25, or even 50 years or more—their AdvanTech subfloor is guaranteed to be free of manufacturing defects.² Compare that protection to what plywood and OSB offer.





WHY FELLOW BUILDING SUPPLY PROFESSIONALS SELL ADVANTECH® FLOORING

“I’ve been selling AdvanTech® flooring for about 10 or 11 years now. I became a big advocate of it when a big nor’easter pounded a large condominium project. They merely swept up the AdvanTech floors after the snow and rain. Since then, we recommend AdvanTech product to all our builders and homeowners. We’ve had no claims with AdvanTech flooring.”

Butch Thurston, Vice President of Sales, Cape Cod Lumber, Abington, Mass.

“We are constantly recommending AdvanTech® flooring to our customers as the benefits outweigh the cost every time. The product’s performance and ease of installation speaks for itself—even with a foot of snow you won’t have a problem. But, it’s more than that. The AdvanTech flooring technical and sales support teams are superior, always available to answer questions. There is a huge comfort level when promoting this product to our builders and homeowners. We’ve found that once they use AdvanTech flooring, they won’t go back to anything else.”

John Wieboldt, Sales Manager, Jaeger Lumber, Union, N.J.

\$600 SAYS THE TIME IS NOW

There’s never been a better time to offer AdvanTech® flooring. Now through June 30, 2014, first-time AdvanTech flooring builders and remodelers can earn up to a \$600 cash rebate.³ Let this offer of cold hard cash drive new subflooring sales and profits to your business! Plus, you’re also backed by hands-on support from your local AdvanTech flooring sales representative, dedicated dealer support team, and engineering-trained technical support specialists, skilled at tackling the most demanding contractor questions.

You can also count on a wealth of sales and marketing support material, including video testimonials, case histories, white papers, brochures, comparison charts, installation how-tos, even online CEU training.

MOISTURE RESISTANCE IS JUST THE BEGINNING

See how AdvanTech® flooring outperforms plywood and OSB for yourself. Check out the video gallery for amazing head-to-head comparison videos you have to see to believe. Discover what hundreds of dealers, builders, and remodelers already know about AdvanTech flooring performance. There’s nothing like it.

Or contact your local AdvanTech flooring sales rep for a no-obligation demo. For the name and number of your rep, call 800.933.9220 or visit huberwood.com/contact-us.

TO LEARN MORE

WEB	AdvanTechPerforms.com
PHONE	800.933.9220
EMAIL	huberwood.com/contact-us/gi
VIDEOS	huberwood.com/advantech-gallery/video-gallery
BROCHURE	huberwood.com/assets/user-media/AdvanTech-Brand-Brochure-2013-10.pdf

ADVANTECH® FLOORING THE FLAT OUT BEST™ FOR A QUIET, STIFF FLOOR.



1. BUILDER magazine’s 2013 Readers Choice product survey asked builders to name their favorite product or material. AdvanTech flooring was recognized by builders as one of 16 products or materials “they can’t live without.” AdvanTech flooring was the only subfloor panel product chosen. AdvanTech flooring has also been ranked number one for quality in BUILDER’s Brand Use Survey for the last 12 years running.
2. Limitations and restrictions apply. Visit advantechperforms.com for details.
3. See rebate for full information at <http://www.huberwood.com/advantech/literature-rebates/rebates>