

**For Immediate Release**

## **Valéron VORTEC – “Built to Last®”**

**Houston, TX – (April 20<sup>th</sup>, 2013): Valéron Vortec™ prepares for a strong performance in the 2<sup>nd</sup> season of America’s new construction TV series!**

***Built to Last®** is a TV series that details what goes into professional quality construction projects. The show features residential and commercial construction projects from the ground up, highlighting what it takes to execute those projects using skill, expertise and the latest technology in materials, like **Valéron Vortec™**.*

*After the first series of 13 episodes aired in 2010 in the Chicago DMA, **Built to Last®** now goes nationwide and prepares for a 2<sup>nd</sup> season dedicated to new state-of-the-art products and techniques going beyond conventional construction standards. One of the stars in the new season that starts in October will be Valéron Vortec™ house wrap. As the premiere drainage barrier in the industry, **Vortec™** was the obvious choice for inclusion in the program.*



The architects that supervise the program were looking for a house wrap offering not only a great moisture barrier, but also the industry’s best drainage surface to protect the wall cavity. They chose **Valéron Vortec™** because of its unique performance characteristics.

Susan Shelley, the executive producer of **Built to Last®**, likes to emphasize the objective vision of the show: “The program’s popularity is due to the fact that **Built to Last®** is mainly educational. We don’t produce a show that promotes specific brands or products. Our mission as a public television station is to educate, inform and inspire.”

**Built to Last®** works closely with well-known professionals and industry experts. '**Built to Last: The Green Home**', will start in October. The series includes the participation and on-air commentary of Sam Rashkin, Chief Architect for the Department of Energy’s Building Technologies Office. He is leading the deployment of successful research for new and existing high-performance homes and is a renowned expert in this field.



## Discover the film, see the show!

With its appearance on **Built to Last**<sup>®</sup>, Valéron Strength Films confirms once again its unique position as a manufacturer of high-strength, high-performance plastic films, designed for the most demanding applications.

As an industry leader in moisture management, **Vortec**<sup>™</sup> brings all these qualities together in a house wrap that offers the perfect solution for protecting homes against mold growth, mildew and structural damage. Thanks to its unique 3-D engineered surface **Valéron Vortec**<sup>™</sup> deflects moisture, drains better and dries more effectively than any conventional house wrap. In short, all the benefits of today's house wrap or water-resistive barriers are unified with tomorrow's drainage characteristics with **Vortec**<sup>™</sup>.



This will be clearly explained and demonstrated in the second season of the Built to Last<sup>®</sup> series titled "**Built to Last: The Green Home**" that will be aired in October 2013. The series is entirely dedicated to the improvement of new and existing buildings with innovative, future oriented and energy efficient solutions. An environment where **Valéron Vortec**<sup>™</sup> house wrap will certainly convince the most critical viewer of its unparalleled qualities.

Captured by the film? Don't miss the movie! Stay tuned. Visit [www.builttolasttv.com](http://www.builttolasttv.com) and find out more about the **Built to Last**<sup>®</sup> TV project of Lakeshore Public Television.

For more information about Valéron Strength Films and **Vortec**<sup>™</sup> house wrap, go to [www.valeron.com](http://www.valeron.com) or contact:

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*Valéron Strength Films, with locations in Houston (TX), Essen (Belgium) and Shanghai (China), is the single source supplier of Valéron<sup>®</sup> film, an unique cross-laminated, flexible polyethylene specialty film showing high mechanical properties that can be found in a number of very demanding applications worldwide in e.g. construction, specialty packaging and print media. Valéron Strength Films is a Division of Illinois Tool Works Inc. (NYSE: ITW), a Fortune 150 company based in Glenview, IL with net sales of \$18 billion USD and more than 60,000 employees worldwide. For more information, please visit our website: [www.valeron.com](http://www.valeron.com)*