



THE BUILDING TREND TOWARD “HEALTHY HOMES”

You’ve seen it everywhere. The advertisements, the seminars and industry conferences on the trend in building “healthy homes,” but you may not know that one local company is driving this trend. Houston-based Valéron Strength Films, a worldwide leader in high-strength plastic films used in construction applications, has developed an innovative drainage product engineered specifically to address homeowners’ and builders’ concerns about mold and moisture.

Valéron recently launched Valéron Vortec™- the latest advancement in moisture management for the homebuilding industry. Vortec is the premier water-resistive barrier that incorporates a patent-pending pattern of non-directional channels to promote drainage, reducing the chance of mold, mildew and frame rot.

“We’ve seen a noticeable increase in homeowners’ interest in their building products. From HEPA vacuum air filters to air purifiers, there is a clear move towards more ‘healthy living’ homes with improved indoor air quality,” says Valéron’s National Sales and Marketing Manager Paul McKenna, a veteran of the building industry. “We engineered this product to specifically address those concerns.”

The average consumer is becoming more educated on building products and techniques. Custom homeowners are even more interested in the products that go into their homes, thus the trend in creating a safe, healthy home environment.

The United States Green Building Council* (USGBC) reports that homeowners who invest in environmentally conscious building techniques can expect a significant life cycle savings, making “Green Building” a marketable and cost-effective venture.

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"Builders recognize the simple solution to reduce the chance of mold growth is the proper use of water-resistive barriers," says McKenna. "The patent-pending Valéron Vortec™ product has emerged as the premier drainage-type of housewrap that lessens the chance of mold and moisture to form in exterior sidewalls. Plus, the relatively low cost of a drainage product combined with a housewrap compared to the lifetime value of the house makes it an easy and cost effective decision."

Just as people look for safety in an automobile, they are looking more and more for healthy building practices and products that can provide peace of mind. Builders are keenly aware of this and are therefore looking for the best products on the market to offer the homeowner.

For more information on Valéron Vortec™, visit www.valeronvortec.com or call 800-825-3766.

About Valéron Strength Films

Valéron Strength Films is a world leader in the production of unique cross-laminated strength and specialty films under ISO 9001:2000 registration at its Houston, Texas and Essen, Belgium facilities. Valéron® Strength Film can be found in quality building products manufactured by industry-leading companies including; roof underlayment, flexible flashing, commercial air barriers, vertical drain membranes and radiant barriers. Valéron Strength Film can also be found in Child Resistant Packaging, Shipping Sacks, Tags and Labels, Outdoor Banners, and Industrial Packaging. Valéron Strength Films is a Division of Illinois Tool Works Inc. (NYSE: ITW), a *Fortune 200* company based in Glenview, Illinois with net sales of \$11 billion USD and more than 44,000 employees worldwide. For more information, visit www.valeron.com.

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