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**Digital Logs and Images Available Upon Request**  
**FOR IMMEDIATE RELEASE**

**VALERON LAUNCHES ITS FIRST DIRECT-TO-USER BRAND,  
VALERON VORTEC™**

*New Water-Resistive Barrier Promotes Water Drainage,  
Better Protects Southeast US Homes From Mold and Mildew*

**HOUSTON, TEXAS** (Sept., 2005)...Valéron Strength Films, a leading manufacturer of moisture management products for the construction industry announced today its first direct-to-user brand **Valéron Vortec™**, a revolutionary moisture management solution for the building and construction industries, engineered specifically to facilitate drainage of moisture in wall cavities unlike any other water-resistive barrier on the market today.

“While we have been manufacturing quality specialty films for various industries for more than thirty-five years, this is our first in-house brand,” said Valéron Strength Films brand manager Rich Witmer. “If there was ever a time to enter this market, it’s now, with the rising demand of healthy homes. And if there was ever a product to do it with, it’s Valéron Vortec, designed to meet that demand, replacing the 25-year-old technology of smooth housewraps.”

Valéron Vortec is a thin, flexible plastic film micro-perforated and engineered with a pattern of dimples and bumps that is installed on the exterior of a home or commercial building during construction. The engineered-surface facilitates water drainage by channeling any water that gets past the siding, away from a structure's exterior wall surface, thereby reducing the chance of mold and mildew.

Mold grows with humidity, temperature and a food source, which makes protecting homes against water and moisture damage especially important in the damp southeast regions of the U.S. Florida, for instance, experiences an average daily humidity of 95 percent, making the state's homes particularly vulnerable to mold damage.

"Moisture cannot be prevented. And trapped moisture is the new enemy. The key is drainage," comments one Florida home builder. "I prefer to use a moisture barrier like Valéron Vortec™ which is designed to promote drainage. Less for me to worry about."

"Our product is revolutionary, with millions of non-directional drainage channels that allow the moisture to drain fully," says Paul Nihill, market development manager with Valéron Strength Films. "Other wraps are generally smooth which allow moisture to pond behind the siding. Mold and water damage can cost a homeowner thousands of dollars. Valéron Vortec™ costs hundreds. Do the math."

For more information on Valéron Vortec™, visit [www.valeronvortec.com](http://www.valeronvortec.com) or contact Paul Nihill at 1-800-VALERON.

**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, underslab 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](http://www.valeron.com).

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