



## *HGTVpro.com* Chooses NO-COAT® Drywall Corner as One of 5 Hottest Products at 2007 IBS Show

February 14, 2007 (Bend, OR) – *HGTVpro.com* chose NO-COAT® structural laminate drywall corners as one of the Top 5 Hottest New Products at the 2007 International Builders Show (IBS) last week in Orlando. Host Scott Branscom will be featuring NO-COAT corners on his *HGTVpro.com Weekly* show, a half-hour morning program on HGTV that delivers key information to homebuilders.

"This is the first year we have exhibited at IBS, and the response to NO-COAT has been overwhelming," said CEO Tim Smythe. "We are excited to be singled out among the thousands of products here." IBS experienced record numbers (70,000+ attendees and 1900 exhibitors) this year, in spite of a cooling national housing market.

NO-COAT corners utilize a patented structural laminate (SLAM™) technology that is aggressively challenging the industry's 800 pound gorilla – traditional corner bead. The SLAM design consists of three key components: 1) a tapered high strength co-polymer core capable of withstanding severe impacts; 2) a formulated surface paper that eliminates cracks, chips and peels and resists abrasion; and 3) joint tape that permanently bonds the corner to drywall with all purpose mud.

"Of the thousands of building products that go into constructing a new home, drywall corners get overlooked," says Smythe. "Most builders leave it up to the sub to decide what corners to use, but you're playing Russian roulette with your reputation and your bottom line. 90% of the time, corner bead is the default choice and it's the worst product out there in terms of performance."

According to a NAHB survey, drywall corner cracks and dents remain the number one reason for callbacks in the industry. Smythe asserts that corner bead is the culprit. "Drywallers have been using bead for 60 years because it's been the only option, not because it's the best product," he explains. "The truth is that it creates more problems than it solves and ends up costing the builder time and money."

Bead is notorious in the industry for causing edge cracks, denting, rusting, chipping, and peeling. In response to these issues, Structus has spent years perfecting the SLAM design for its NO-COAT corners. And builders are noticing the difference.

"A recent 6.7 earthquake here in Hawaii proved NO-COAT's durability and superiority," says David Mulligan, President of White Sands Construction. "As a builder, reputation is everything. And frankly, in a down market, you want every competitive advantage. NO-COAT is all we will use and what we demand of our subs."

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**Structus Building Technologies, Inc.** designs and manufactures innovative solutions for the building industry. The company's brands include NO-COAT® Structural Drywall Corners (ULTRAFLEX™, ULTRATRIM™, ULTRA ARCH™), Levelline™ Drywall Corner Trim, and ULTRATOOL™ Tools and Accessories.

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