

New Sales Division to Focus on Products and Solutions for Residential Builders

February 2, 2007 (Bend, OR) – Structus Building Technologies, Inc., the creator of NO-COAT® structural laminate drywall corners, announced today the formation of a new sales division focused exclusively on the residential building market. The NO-COAT product line enjoys strong success in the commercial sector, and has experienced similar growth in the residential market during the last several years. This growth has led to a natural strategic shift for the company and a reallocation of resources. The division will be headed by Strategic Account Manager Jeff Burpee, formerly Distribution Manager for the Mid-Atlantic region.

“We have always had a loyal following of drywall contractors and residential builders,” says President Bill Scannell. “The new division formalizes our commitment to growing this segment and allows us to refine our product offerings for this market. Jeff will also be working closely with our distributor, Grabber Construction Products, to ensure we are identifying and pursuing new opportunities.”

The Structus engineering team is already testing new technologies designed for residential applications, with upcoming product launches this year. The company has gained a reputation for designing innovative products that solve longstanding issues facing its customers. In fact, it was continual requests from residential builders and contractors that led to the design and recent release of the NO-COAT ULTRA ARCH™, the industry’s first tape-on corner arch.

In addition, the company offers an unparalleled residential product warranty package. “Builders and contractors understand the consequences of using poor performing corners, because they get to deal with unhappy customers, schedule delays and callbacks,” explains CEO Tim Smythe. “NO-COAT corners are indestructible, and the warranty guarantees it. Now builders can ask their subs to use NO-COAT and be confident that they aren’t going to have any issues to deal with when the job is done.”

The new residential sales division will also be responsible for managing the NO-COAT Certified Residential Builder Program. Still in development, the program will offer builders and contractors customized, on-site training, as well as marketing support for Structus corner products.

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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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