

# Why HouseGuard is the best waterproofing system...



## TruDry™ Membrane – Superior Protection and Nature Friendly

The TruDry™ polymer asphalt emulsion membrane is approved by the International Code Council after rigorous inspections and documentation. As part of the world's largest producer of asphalt emulsions, we've used our technology to modify the asphalt with elastomeric polymers and other additives to seal out moisture and give you the most durable waterproofing. The TruDry™ membrane has exceptional adhesion to the basement walls and bonding to the insulation boards. The 40-mil thick membrane's elasticity bridges any small cracks which may develop over time. Unlike solvent-based materials, the environmentally-friendly emulsion is formulated to make the TruDry™ membrane free of flammable, fume producing solvents that can degrade polystyrene insulation, pollute the soil and release VOC's into the atmosphere.

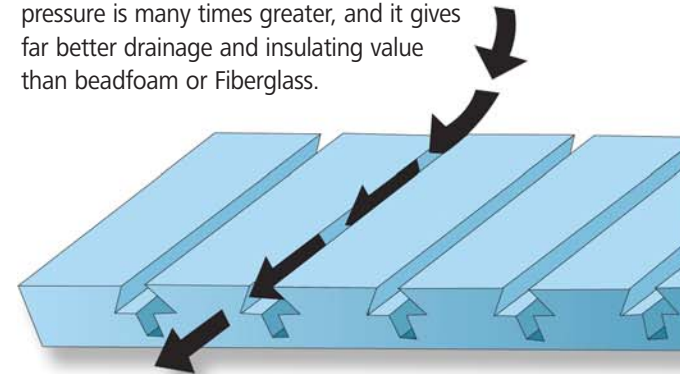


## An Award Winning Protection Board

Custom Builder magazine awarded "Best in Class" to STYROFOAM® brand insulation board, a key component of the HouseGuard System.

### Drainage

The STYROFOAM® insulation boards' drainage grooves are specially designed to wick moisture away from the foundation walls and channel ground water down to the drain tile. The boards are aligned with the drainage tiles for optimal drainage. The extruded polystyrene protects the membrane against extreme hydrostatic pressure, especially near the bottom where pressure is many times greater, and it gives far better drainage and insulating value than beadfoam or Fiberglass.



### Insulation

The STYROFOAM® boards maintain their near-original R-5 thermal efficiency value in wet environments. (See below)

Placed on the exterior basement walls over the TruDry™ membrane, the boards insulate for energy savings and prevent interior condensation.



### Peace of Mind

The board gives further protection to the TruDry™ membrane, and the combination of the membrane and board gives superior drainage, insulation, and performance against water damage, dampness, mold, musty odors and health concerns.



Sealing foam insulation board on outside walls

## Homeowner Benefits

### Warranty

We're so confident in HouseGuard® Waterproofing, we offer a flexible limited warranty program. This means if your basement leaks in the area protected by the HouseGuard Waterproofing System, we will fix it for free! The warranty may be transferred to future owners, increasing the resale value of your home.

### Experience

The HouseGuard System represents 50 years experience in the waterproofing industry. We use our expertise and world-class technologists to provide you the latest in membrane protection technology.

### Training

Our authorized applicators are trained one-on-one, and HouseGuard contractors are selected for their professionalism and commitment to long-term quality.

### Energy Savings

Protection against condensation and improved R-Value save money on energy costs.

### Value

A home theatre. A home office for telecommuting. An extra bedroom. A play room or space for a pool table. Climate-controlled storage space. More square footage for less money. Increased property value. A guaranteed dry basement is the most cost-effective way to add living space to your home.



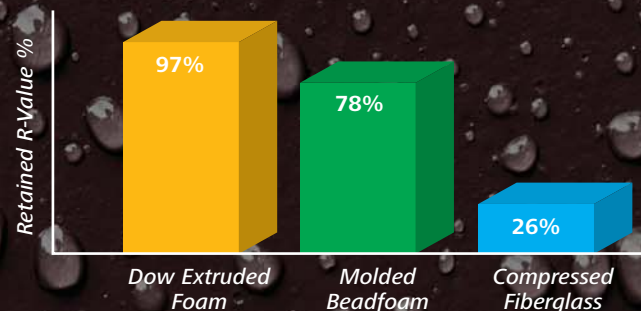
Application of TruDry™



Crack-bridging TruDry™

## Is Your R-Value Just Visiting or Staying at Home?

R-Value Retained After Submersion In Water



3rd Party Test Results at 600 lbs Soil Pressure			
Soil Pressure	1" Dow HouseGuard™ Board	1-3/16" Fiberglass	Increased Drainage %
600	366 Gallons	63 Gallons	480%
800	357 Gallons	39 Gallons	815%
1,000	363 Gallons	32 Gallons	1,034%

Above figures based on average soil pressures at average basement depths. Please consult your local codes for geographical loading requirements.



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# Damproofing Repairs Can Cost You \$15,000 Plus

## THE FACTS

Realtors advise clients damproofing repair costs can be \$200 to \$15,000, with one report of a sale lost after a \$45,000 estimate to remediate mold caused by a damp basement.

## THE FACTS

Home Inspectors report 44% of new homes have leaking basements within 3 years of completion, and the American Society of Homebuilders estimates 60% of all homes have damp basements. Basement leaks are the most common problem inspectors find in homes less than 12 years old.

## THE FACTS

Inspectors have found 66% of all foundations crack within the first year of being poured, typically with un-seen hairline cracks occurring within the first 2 weeks. Concrete is porous and has air pockets which allow moisture to invade your home.

## THE FACTS

A wet basement can wick 10 to 20 pounds of moisture vapor into the interior of your home. The moisture causes mold, mildew, odors and rotting.

## THE FACTS

Professional Builder Magazine reports you, the homeowner, can save 75% by finishing a basement instead of building additional square footage. Home Inspection professionals agree that the only way to guarantee a dry basement is by waterproofing, not damproofing.



# Waterproofing vs. Damproofing

## DAMPROOFING

ASTM (American Society for Testing and Materials) definition: *Treating a structure with material or materials that RESIST the passage of water.*

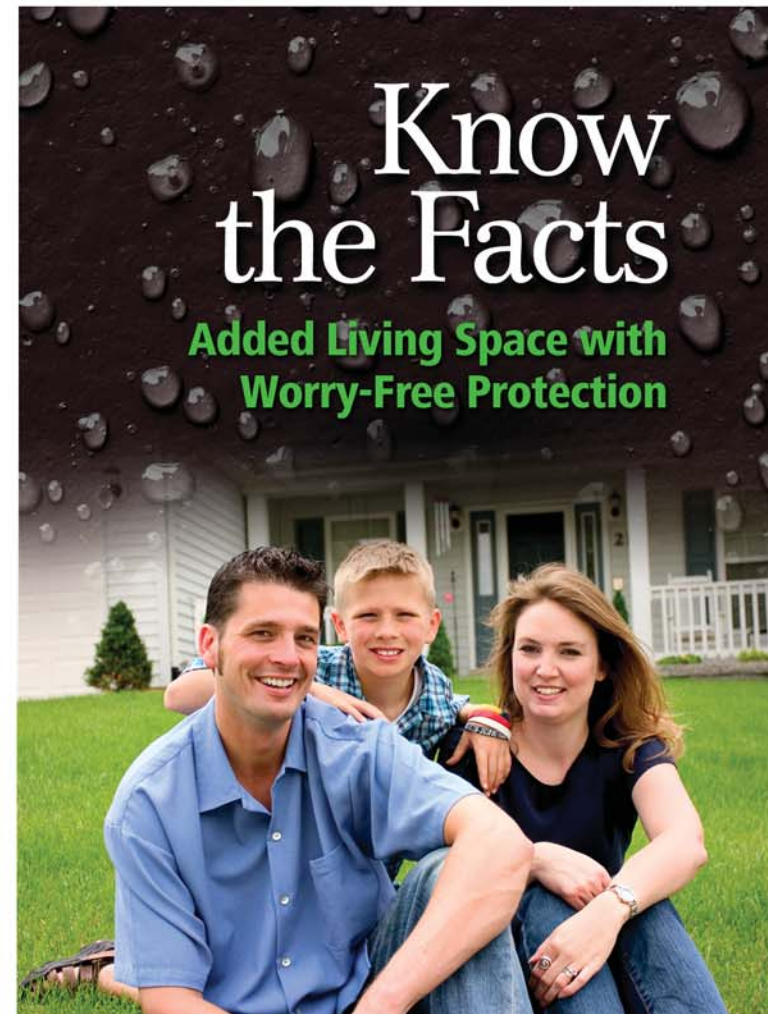
- 10-mil (paper thin) coating doesn't resist hydrostatic pressure through concrete walls
- Doesn't flex and bridge cracks; lets moisture in when cracking occurs
- No warranty against leaks
- Doesn't prevent interior condensation, mold or mildew  
High repair costs
- Typical life expectancy of 18 months to 3 years

## WATERPROOFING

ASTM (American Society for Testing and Materials) definition: *Treating a structure with material or materials that PREVENT the passage of water, even under hydrostatic pressure.*

### HouseGuard® Waterproofing System with TruDry™ Membrane

- 40-mil coating designed to resist water pressure through concrete walls
- Stretches and bridges non-structural cracks
- Greatly reduces moisture
- Insulation board to protect coating, drain water and prevent interior condensation
- Flexible warranty program
- Long lasting peace of mind for dry, healthy living space and retained property value



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