



News Release

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**Benjamin Obdyke Showcases Popular Home Slicker® Stone & Stucco at World of Concrete
Also Previews New Blockade™ Mortar Deflection System for Brick Walls at Booth S12554**



LAS VEGAS — Benjamin Obdyke Incorporated, manufacturer of residential roof and wall products, is showcasing the newly re-branded Home Slicker® Stone & Stucco – its popular rainscreen product designed specifically for stone, stucco, and masonry applications – at the 2009 World of Concrete in booth S12554. The company is also providing visitors with a preview of its new Blockade™ Mortar

Deflection System for brick wall cavities.

“We’ve seen that our Home Slicker Stone & Stucco has resonated with craftsmen builders and specialty contractors who are working with stone, stucco and masonry as exterior siding materials on homes,” said Michael Coulton, director of marketing and product development for Benjamin Obdyke. “We decided the best way to reach these users, as well as our masonry distribution partners, was as an exhibitor at the World of Concrete.”

Because masonry is a porous substance, moisture has the ability to penetrate masonry materials, usually through cracks in the mortar joints. These hairline cracks can allow wind-driven rain to penetrate the mortar, which can create a breeding ground for mold growth.

Current construction designs call for manufactured stone to be applied directly against the metal lathe, which is placed against the plywood sheathing and water resistive barrier. This technique allows any moisture that penetrates the exterior cladding to become trapped between the cladding and the interior sheathing. Building science experts are now recommending a rainscreen system as the optimum method of wall construction in masonry applications to allow the trapped moisture to drain. Rainscreen systems provide a continuous drainage and ventilation space and are especially effective in areas prone to excessive moisture, high temperatures, and humidity.

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Home Slicker Stone & Stucco alleviates these moisture problems in stone, stucco, and masonry applications by providing a continuous drainage and ventilation space in a rainscreen wall assembly. The patented, vertically-channeled matrix forms the air space, while the breathable fabric blocks mortar from seeping into the newly formed cavity, allowing moisture to pass through.

While Benjamin Obdyke's new Blockade Mortar Deflection System will not be available on the market until March 1, the company chose the World of Concrete to preview it to the key demographic which attends the show. When installed, the product will help create a brick wall that is built to stand the test of time and remain free from the deteriorating effects of mold and moisture that can become trapped behind brick exteriors, preventing mortar droppings from clogging the weep holes in the brick wall assembly.

For more information about Home Slicker Stone & Stucco and other Benjamin Obdyke roof and wall products, visit www.benjaminobdyke.com, or call Benjamin Obdyke Customer Service at 800-346-7655.

About Benjamin Obdyke Incorporated

Since 1868, Benjamin Obdyke has been helping architects, builders, and contractors in the United States and Canada Build Better™ by developing and adding new advances to its product line. Benjamin Obdyke develops, sources, markets, and sells proprietary roof and wall products that improve the building envelope and the performance of other building materials for the residential new construction, repair, and remodel markets. Innovations from Benjamin Obdyke, such as the first roofing ridge vent on a roll, the first wood roofing underlayment, and the first rolled product to provide drainage and air flow in rainscreen wall assemblies, have helped shape today's building practices. Headquartered in Horsham, PA, USA, Benjamin Obdyke partners with a network of distributors, dealers, buying groups, and cooperatives to reach building professionals in the United States and Canada.

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CAPTION:

Benjamin Obdyke Incorporated showcased its newly re-branded Home Slicker® Stone & Stucco at this year's World of Concrete in Las Vegas.