



News Release

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**Builder Selects Home Slicker® to Create Rainscreen System in ‘Coastal Living Idea Cottage’ near the SC Coast
Contributes to Sustainability Goals of Model Home**



Mount Pleasant, SC — A Charleston, South Carolina builder specializing in custom, green-built homes selected [Home Slicker®](#) from Benjamin Obdyke to contribute to the sustainability of the “Coastal Living Idea Cottage” currently under construction in Mount Pleasant, SC. This patented, vertically channeled, three-dimensional matrix will be applied behind the model home’s fiber cement siding.

Home Slicker creates an even, continuous space for drainage and drying, a thermal break, and pressure equalization between the home’s sheathing and exterior siding. It is part of a rainscreen assembly that building science experts agree is the optimum method of wall construction in an area such as South Carolina, which is prone to excessive moisture, wind-driven rain, and humidity.

“We are close enough to the beach to experience some of the corrosive elements that the environment brings, like excessive heat and humidity,” said R.P. Newton, production manager for Structures Building Company.

“Home Slicker creates the drainage space, which enables bulk water that enters the wall cavity to drain, while allowing for air movement to dry any remaining moisture. When asked why they chose to use Home Slicker on the project, Newton remarked, “Since we typically integrate a drainage space behind any of the wood or fiber cement siding we use on

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our custom homes, we knew that using the Home Slicker rainscreen product would be a good match for this project.”

The Best in Innovation & Construction

The new home under construction, sponsored by *Coastal Living* magazine, is located minutes from historic downtown Charleston in a community named l’On Village. The village was selected as “Best Community in the Nation” and “Best Smart Growth Neighborhood in the Country” by both *Professional Builder* magazine and the National Association of Home Builders.

The *Coastal Living* Idea Houses and Cottages celebrate the best in home innovation and construction. They are built in coastal communities selected for environmental consciousness and sensitivity to shoreline preservation. The project team is also expecting to achieve LEED (Leadership in Energy and Environmental Design) certification with this particular structure. According to Newton, the choice of Home Slicker was integral to achieving the project’s sustainability goal.

The *Coastal Living* Idea Cottage is located on reserved property in the heart of the l’On Village and features Caribbean-style architecture and a private courtyard. The home will be open to the public for tours in August and will be offered for sale among 13 custom home offerings designed as the Courts on Jefferson Canal.

For more information on Home Slicker or other Benjamin Obdyke roof and wall products, contact a local Benjamin Obdyke dealer, 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.

For a high-res photo of this application, go to <http://benjaminobdyke.com/content/downloads> to download a photo, or contact Elva Clements at 610-520-6140, Ext. 203 or elva@alvare.com.

Photo Caption: A crew applies Benjamin Obdyke Incorporated's Home Slicker[®] rainscreen product on the "*Coastal Living Idea Cottage*" in Mount Pleasant, SC. The product is applied to the wall before the application of the exterior siding to form a drainage space behind the siding. This allows for drainage of bulk water that may enter the wall assembly and air movement to dry moisture that may remain behind the siding. The product contributes to the sustainability and performance of the structure and helps prevent the build up of mold and mildew within the space.