



News Release

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**Hydrofilament® Drainable Housewrap by Benjamin Obdyke Named Among
'100 Best New Products' by *Professional Builder* and *Professional Remodeler* Magazines
*Drains 80% Faster Than Next Best-Performing Enhanced Housewrap***



Horsham, PA — [Hydrofilament® Drainable Housewrap](#) by [Benjamin Obdyke](#) – the fastest-draining housewrap available on the market today – was named among the 100 Best New Products in 2009 by *Professional Builder* and *Professional Remodeler* magazines in their annual list of the most significant products introduced to the building industry each year.

Hydrofilament Drainable Housewrap has been shown in tests to drain moisture 80% faster than the next best-performing enhanced housewrap and delivers 140 times more drainage than a standard housewrap. When installed, it ensures that the wall behind the home's exterior cladding will drain moisture that may penetrate the cladding faster and more efficiently, leading to a better building envelope and a wall system that improves the sustainability of the home.

Professional Builder, with an audience of builders, developers, and architects, searches each year for products that support innovation and new technology in new home construction. *Professional Remodeler* reaches experienced remodelers. Hydrofilament Drainable Housewrap fulfilled the magazines' criteria for technological advancement, new product introduction, and increasing the competition of a product line.

The patented technology of Hydrofilament Drainable Housewrap creates a path for moisture trapped behind the cladding to flow freely, ensuring that exterior walls dry quicker. The filaments

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create a 1-mm gap that makes it the market leader for drainage capabilities among housewraps and sets it apart from competitive products.

Unlike other competitive enhanced housewraps, Hydrofilament Drainable Housewrap has performance characteristics that are maintained over time, even after ongoing exposure to wet conditions. Like all housewrap products, Hydrofilament Drainable Housewrap is a water resistive barrier that resists moisture and air penetration into the building and contributes to a structure's energy efficiency. Its breathable structure allows moisture vapor to pass through the wall, resulting in a dry wall system. With building codes that regulate weather protection becoming more standardized, this product can provide the necessary liability protection and defense against callbacks for builders.

For more information, contact 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 Hydrofilament® Drainable Housewrap, 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:

[Hydrofilament® Drainable Housewrap](#) from Benjamin Obdyke earned a coveted place on *Professional Builder* and *Professional Remodeler* magazines' list of top 100 products for 2009. It drains 80% than the next best-performing enhanced housewrap and delivers 140 times more drainage than standard housewrap.