



News Release

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BENJAMIN OBDYKE RECEIVES PATENT FOR NEW TECHNOLOGY: 'DRAINAGE-PROMOTING WRAP FOR EXTERIOR WALL OR ROOF OF BUILDING'

The patented technology allows housewraps to drain faster than other drainable housewraps currently on the market. The industry's increased emphasis on moisture management and energy efficiency makes this technology a timely innovation for the construction market. Benjamin Obdyke is seeking an alliance partner to commercialize the product.



HORSHAM, PA — Benjamin Obdyke, the company which introduced the first rolled ridge vent and the first rolled rainscreen product to the construction market, is seeking an alliance partner to commercialize the recently patented Hydrofilament® Drainable Housewrap, the fastest draining housewrap available on the market today.

With the patent for this innovative moisture management technology secured, Benjamin Obdyke envisions the technology to be the perfect fit for a manufacturer with an established presence in the housewrap market. The technology will allow an alliance partner to differentiate its brand by offering an enhanced housewrap that provides the added benefit of managing moisture behind the exterior cladding.

Hydrofilament Drainable Housewrap has been extremely well received by builders and members of the trade media since its introduction to the residential construction market this year, according to Mike Coulton, director of marketing and new product development. It was recently named among the "100 Best New Products in 2009" by *Professional Builder* and *Professional Remodeler* magazines. It met the magazines' criteria for products that exhibit technological advancement and challenge the industry to respond to new building practices and needs.

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Tests of Hydrofilament Drainable Housewrap show that it drains moisture 80% faster than the next best-performing drainable housewrap and delivers 140 times more drainage than a standard housewrap. The patented technology creates a 1-mm gap, allowing any moisture behind the cladding to drain, ensuring that exterior walls dry more quickly. This moisture management feature results in an uncompromised building envelope that contributes to the sustainability of the home, Coulton noted.

“An alliance partner can reap quite a few benefits by collaborating with Benjamin Obdyke,” said Geoff Ehrman, director of business development. “These include shortening or even eliminating a new product’s development time, reducing time to market, building the company’s competitive advantages, reducing risk and capital investment, increasing their sales revenue, and being at the forefront of an emerging building practice.”

Hydrofilament Drainable Housewrap retains the properties of housewrap products, functioning as 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 from the interior to pass through to help promote a dry wall system.

To discuss a prospective alliance partnership, contact Geoff Ehrman at 215-672-7200. For more information on the company, visit www.benjaminobdyke.com.

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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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: Benjamin Obdyke Incorporated is seeking an alliance partner to share the revolutionary technology behind its new Hydrofilament[®] Drainable Housewrap, the most effective drainable housewrap on the market today.