



**FOR IMMEDIATE RELEASE**

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## **NEWS** RELEASE

### **USG Releases Private Label Floor Prep Products Under Powerhold Brand**

*Nation's largest flooring accessories distributor network to carry five USG floor prep products*

CHICAGO—Sept. 4, 2014—USG Corporation (NYSE: USG), a leading manufacturer of high-performance building products, has entered a private-label agreement with Powerhold, the largest flooring accessories distributor network in the country. With the advent of this new partnership, USG's distribution network in North America will be greatly expanded by the distributors represented by the Floor Covering Distributor Alliance (FCDA).

“The private-label agreement is a tremendous milestone for USG Tile & Flooring Solutions,” said Scott Crandall, national account sales and business development manager at USG. “It will provide us with an opportunity to serve the largest flooring accessories distributors in every market across North America.”

USG's Powerhold products will be exclusively available to Powerhold's vast network of flooring distributors. In addition, distributor members will have not only the best value products, but also an experienced team that is second to none.

“The Powerhold Brand, through the hard work and dedication of our distributor partners has become a recognized and respected brand in the floor covering industry,” said Dan

Lee, president of FCDA. “We are thrilled with the expertise and support we have received in working with USG to further develop the Powerhold floor preparation line of products.”

“The FCDA strives to provide its distributor members with the best products in the market. Our partnership with USG, a demonstrated leader in the flooring industry, allows us to not only provide the best products, but the best in support as well,” said Jeff Brugman, executive director, FCDA, Powerhold.

The five Powerhold products covered by the private label agreement include: Powerhold™ 850 Fast Finish Patch & Skim Coat; Powerhold™ 650 NE Patch Plus; Powerhold™ PC-5K Self-Leveling Underlayment; Powerhold™ LP-4K Self-Leveling Underlayment; and Powerhold™ 900P Primer.

#### ***Powerhold™ 850 Fast Finish Patch & Skim Coat***

Offering 10 percent greater coverage than competitive products, Powerhold 850 Fast Finish Patch & Skim coat is an innovative, trowelable, cementitious floor patch that can be used on most interior floors including concrete, wood subfloors, and tile. Incredibly smooth and easy to work with, this floor patch also makes for an easy application process.

#### ***Powerhold™ 650 NE Patch Plus***

Versatile and trowelable, this floor patch is designed for interior use over concrete and wood subfloors. The polymer-modified, cement-based patching compound is ideal for renovation projects and provides a smooth surface for accepting floor coverings. No priming necessary, Powerhold 650 NE Patch Plus is easy to mix and apply, and is fast-drying; floor coverings can be installed in as little as one hour after set.

#### ***Powerhold™ PC-5K Self-Leveling Underlayment***

As a high-strength Portland cement-based underlayment, Powerhold PC-5K Self-Leveling Underlayment is ideal for interior use over concrete. With compressive

strengths at a minimum of 5,000 psi, Powerhold PC-5K meets the requirements of ASTM F-710 “Standard Practice for Preparing Concrete Floors to Receive Resilient Flooring.” The fast-setting and application process also allows for return of light trade traffic within 24 hours and it can go from featheredge to 2 in. thicknesses.

### ***Powerhold™ LP-4K Self-Leveling Underlayment***

Powerhold LP-4K self-leveling underlayment is a low-prep, versatile, high quality cementitious floor underlayment for interior use in light-commercial and renovation construction. With an exceptionally smooth, crack-resistant surface, Powerhold LP-4K self-leveling underlayment accepts a variety of floor coverings and helps to maximize sound isolation between floors/units.

Powerhold LP-4K can be easily applied over wood and concrete subfloors at a thickness of up to 3 in.; over non-water-soluble adhesives (on concrete only), and in radiant heat installations. Offering high compressive strengths (approximately 4100 psi) at low thicknesses, it is fast-applying and fast-setting; and can be walked on just 2 hours after installation, allowing for the return of light traffic.

### ***Powerhold™ 900P Primer***

Powerhold 900P Primer is a high-solids sealant that can be diluted with water to prime highly porous concrete, precast concrete, APA-Rated exterior glue plywood and OSB (oriented strand board). The primer may also be used as a sealer for Powerhold LP-4K self-leveling underlayment to enhance the bond between the underlayment and the floor-covering adhesive. With low odor, the Powerhold 900P Primer is mildew resistant and won't stain a finished floor.

For more information visit <http://Powerhold.com>.

### **About USG Corporation**

USG Corporation is a manufacturer and distributor of innovative, high-performance building systems through its United States Gypsum Company, USG Interiors, LLC and L&W Supply Corporation subsidiaries and its USG Boral Building Products joint venture. Headquartered in Chicago, USG Worldwide operations serve the commercial, residential, and repair and remodel construction markets, enabling our customers to build the outstanding spaces where people live, work and play. USG wall, ceiling, exterior sheathing, flooring underlayment and roofing systems provide leading-edge building solutions, while L&W Supply branch locations efficiently stock and deliver building materials throughout the United States. USG Boral Building Products is a leading plasterboard and ceilings joint venture across Asia, Australasia, and the Middle East. USG and its subsidiaries are proud sponsors of the U.S. Olympic and Paralympic teams and the Canadian Olympic team. For additional information, visit [www.usg.com](http://www.usg.com).

### **About Powerhold**

The Powerhold brand was established in 1999 by a group of the largest floor covering supply distributors in the world. Known as the F.C.D.A. (Floor Covering Distributor Alliance), these wholesale distributors sell all of the products needed to install any type of flooring imaginable. In some instances, they sell the actual flooring. Visit [www.Powerhold.com](http://www.Powerhold.com) for more information.

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