

**PRODUCT** PROFILE

***Dens-Shield® Tile Backer  
Signature Homes,  
Premier Nevada Home Builder***

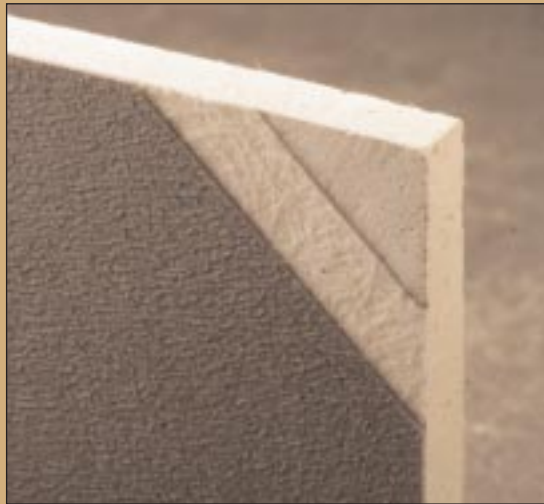


ENS-SHIEL



**Georgia-Pacific**





### Signature Homes Management Team

Richard H. Plaster, Owner and President  
Wendy Plaster, Co-owner  
Noel West Lane III, Managing Consultant  
Gary L. Cavender, Executive Vice President/CFO  
Jim Cerrone, Director of Sales & Marketing  
Keith Livingston, Director of Construction and Purchasing  
William Laubner, Director of Land  
Amanda Bradley, Director of Administration

**G-P Gypsum Corporation** 

### Technical Information

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or visit our website at [gp.com/gypsum](http://gp.com/gypsum).

## Signature Homes Eliminates Callbacks Thanks to Dens-Shield® Tile Backer

As one of the premier home builders in Nevada for the past 20 years, Signature Homes can't afford callbacks since they can damage the company's reputation as well as the bottom line. The company's new management team, with more than 100 years of combined experience in the home building industry, decided early on to make callbacks for tile backer obsolete. They insist on Dens-Shield® Tile Backer in all the homes they build.

According to Jim Cerrone, director of sales and marketing for Signature Homes, the switch from greenboard to Dens-Shield Tile Backer was a financial gain as well as a quality issue. "We close an average of 500 homes each year and all are covered by a limited warranty package for the first 12 months. With greenboard, we were experiencing a callback on every other home, usually within seven months. Our average repair cost to tear out the failed tile installation was \$1,500. Since we began using Dens-Shield in our homes, we've been able to save more than \$370,000 annually.

Tile backer replacement costs have plummeted to zero since Signature Homes began installing Dens-Shield in tub and shower surrounds. "In the three-and-a-half years we've been using Dens-Shield, we've installed the product in more than 2,000 homes without experiencing a single failure," said Cerrone. "Clearly, it's to our advantage—and the homeowner's—to invest an extra \$50 or so per home in a superior quality tile backer."

Signature Homes relies on Dens-Shield to stop water at the surface, protecting both the tile installation and the wall cavity. The product's built-in surface coating stops water without the need for an additional water barrier. Cement backer boards, which readily absorb and wick water, require a separate water barrier to properly protect framing members and are heavy and hard to work with.

Dens-Shield owes its high-performance properties to a unique patented design. A proprietary, lightweight, treated core forms the heart of each panel. Glass mats are embedded on both sides for added stability and protection. A special, heat-cured acrylic coating keeps water from penetrating the board's surface. The coating not only stops water but also allows superior adhesion with mastics or thin set.

"On top of stopping water," said Cerrone, "we've found that installations go faster with Dens-Shield." Approximately 33 percent lighter than portland cement board, Dens-Shield is easier to handle and installs quickly without special tools.

Fire rated for both 1-hour and 2-hour wall assemblies, Dens-Shield provides significant advantages for specifiers and installers. Versatility is another big advantage. It's an ideal substrate for tile applications on interior walls, ceilings, residential floors or countertops.

"We've always been committed to quality construction," said Cerrone. "When one of our trusted contractors, already familiar with Dens-Shield Tile Backer's superior qualities, recommended it, we tested it for ourselves. All the claims proved accurate."

Cerrone continued, "We make it a point to offer value to our customers. We want to have confidence in every product we use. For our money, there's no other tile backer. Georgia-Pacific also provides a warranty along with model home signage that tells prospective home buyers that Dens-Shield was used in the construction and outlines its superior features. We've found Dens-Shield to be the best on the market for both the home builder and the homeowner."

### Dens-Shield Features and Benefits

- Heat-cured acrylic coating stops water at the surface. Provides superior adhesion.
- Lightweight core, approximately half the weight of comparable size cement board, scores and snaps easily without requiring special tools.
- Glass mat reinforcement on both sides adds strength. Eliminates paper delamination and wicking.
- 20-year limited warranty provides peace of mind for architects, specifiers, builders and homeowners.
- Versatile product can be used in a wide variety of applications including walls, ceilings, countertops and floors.
- Superior fire resistance, since 5/8" Dens-Shield is the only high-performance tile backer that achieves a Type X fire rating.
- Wide array of sizes available to accommodate a wide range of installations.