

CertainTeed **CertaWrap**[™] vs A Leading **Competitor**

The facts and figures you need to make an informed decision.

Know the Facts. Make an Informed Choice.

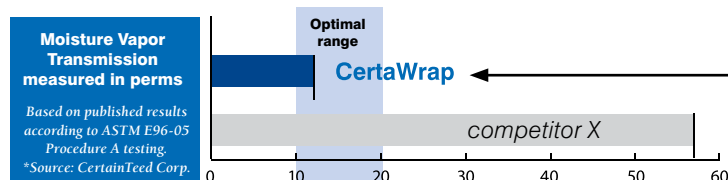
Weather-resistant barriers are critical components of your home's construction. That's because they help reduce the risk of moisture damage and mold growth in the wall cavity. But, all weather-resistant barriers are not the same. When choosing this critical product, it's important to understand the facts. The following comparison illustrates the performance differences – and advantages – of **CertainTeed CertaWrap** vs. **Competitor X**.



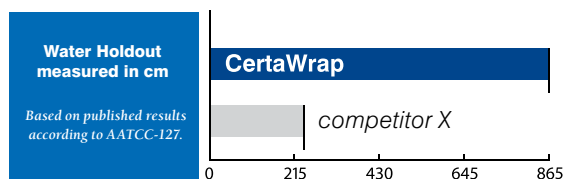
Performance Criteria: Water Holdout and Breathability

FACT 1: CertaWrap delivers the best balance

Numbers don't always tell the whole story. As shown in the chart below, the competition delivers a higher raw number for breathability (moisture vapor transmission).



But, the fact is that the true measure of a weather-resistant barrier's effectiveness is the combined performance of breathability *and* water holdout.



Why balance matters.

If breathability is too low, moisture vapor will not be able to escape from the walls. If breathability is too high, moisture vapor will be able to escape, but the material's ability to block water from the outside decreases. So, a higher breathability factor is not the best performance indicator. According to industry experts, the optimal breathability range (measured in perms) is 10 – 20 perms. With a perm rating of 11.7, CertainTeed CertaWrap falls within the ideal range.

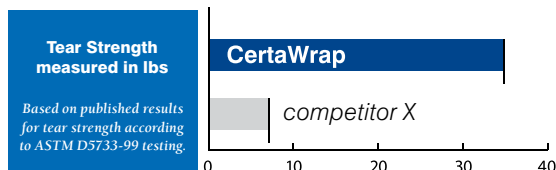
CertainTeed delivers the best balance of these factors, helping to prevent moisture – and related problems – in wall cavities.*

Performance Criteria:

Tear Strength

FACT 2: CertaWrap is 5X stronger

A construction site can be tough on building materials, particularly weather-resistant barriers, that can be left exposed for several months. Material that is punctured or torn could allow moisture to enter the wall cavity. That's why tear strength is an important measure of performance.



Performance Criteria:

Surfactant Resistant

FACT 3: CertaWrap has better surfactant resistance

Weather-resistant barriers must continue to perform long after the siding is up and the job is complete. Through the years, soaps from power washing and oils from cedar siding can damage the barrier material. A hole or crack in the weather-resistant barrier can allow moisture to penetrate the wall cavity. Our tests prove that soaps can degrade the surface of the leading competitor. **Surfactants, oils and tannins will not degrade CertaWrap over time.**

Product Comparison

Properties	CertaWrap*	Competitor X**	What it means
Water penetration	>865cm	250 cm	Both products pass minimum requirements
Moisture Vapor Transmission	11.7 perms	56 perms	Competitor X is outside of the ideal rating (10 to 20)
Tear Strength	30/33 lbs	8/6 lbs	CertaWrap is 5x stronger than Competitor X
UV exposure rating	180 days	120 days	CertaWrap offers 50% longer UV protection

*CertainTeed CertaWrap

**Manufacturer's published performance specifications as of July 2010

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CertainTeed Corporation
P.O. Box 860
Valley Forge, PA 19482

Professional: 800-233-8990
Consumer: 800-782-8777
www.certainteed.com

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Performance Criteria:

UV Exposure

FACT 4: CertaWrap provides 50% longer UV protection

During construction, before the weather-resistant barrier is covered, ultraviolet rays can negatively impact the barrier material. The UV inhibitors in CertainTeed CertaWrap coatings and fibers were proven to provide superior protection compared to the leading competitor. CertaWrap offers 180 days of UV protection, while competitor X provides only 120 days of protection.

Choose performance.

When choosing a weather-resistant barrier for your home, know the facts and understand the differences. Then, choose the superior protection offered by CertainTeed CertaWrap.