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PREVIEW THE 2011 PRODUCT SHOWCASE

September 27, 2011 - Dallas, TX – The Product Showcase at Remodeling Show and DeckExpo will feature a healthy array of new, cool and green products from the residential construction marketplace, together in one dedicated area outside the exhibit area. For the third consecutive year, the two events are hosted side-by-side. They take place in Hall D of Lakeside Center at McCormick Place in downtown Chicago and run Thursday, October 13 through Saturday, October 15 (with conference classes beginning October 12). Both events are owned and produced by Hanley Wood Exhibitions. Remodeling Show is sponsored by the National Association of Homebuilders (NAHB), NAHB Remodelers and Remodeling magazine. DeckExpo is sponsored by the North American Deck & Railing Association (NADRA) and Professional Deck Builder magazine.

"We know our attendees are excited about seeing the newest products to come to market, especially ones that can drive business, increase productivity or minimize their impact on the environment," said Amy Allen, Director of the Remodeling Show, DeckExpo and JLC LIVE. A panel of industry judges will vote on the best products in New, Cool and Green categories and winners will be announced at the show on Friday, October 14, at 3:00pm.

Products featured in the NEW category for 2011 include:

- ShowerPan Solutions (Booth 431) TubToShower Conversion. A complete package: finished walls & floor, shower head, valve, drain, everything! Just provide us with measurements.
- Custom Service Hardware/RTA Cabinets Unlimited (Booth 531) "Invisidoor" by Custom Service Hardware. The bookshelf that opens into your secret room.
- Wellborn Cabinet Inc. (Booth 635) Freestanding furniture vanities are now featured in Wellborn's newest line, The Elegant Bath Collection. Displayed in Bristol Oak with a wheat slate finish.
- Panasonic Corporation of North America (Booth 821) WhisperSenseLite ventilation fan Energy efficient and quiet ventilation fanlight with dual motion and humidity sensors that delivers powerful performance under increased static pressure.
- EZ Gutter Guard (Booth 912) EZGutter Control™ is solid aluminum with 8 rows of louvers for maximum debris load; it fastens to the front with screws and does not disturb shingles.

- Fomo Products Inc (Booth 1138) A latexbased intumescent coating to be applied over HandiFoam E84 Class 1 Foam in order to meet ignition barrier requirements identified in the applicable sections of the International Building and Residential Codes
- StareCasing Systems (Booth 1148) Quickly and easily convert carpeted stairs to solid hardwood in 6 hours with no demolition or reconstruction!
- Bosch Power Tools & Accessories (Booth 1235) GTS1031 The Bosch GTS1031 is the Ultimate Portable jobsite table saw with Bosch Performance
- Bosch Power Tools & Accessories (Booth 1235) Compact Tough Drill/Driver DDS18102 with (2) 1.5ah High Capacity batteries.
- Rhino Gutter Guard & Leaf Solutions (Booth 1243) Rhino Good, Better, and Best Gutter Guards. Your best defense against clogged gutters. Can you feel the Rumbling of the Rhino?
- Sani Seal Toilet Gasket (Booth 1349) Sani Seal Toilet Gasket Waxless, Holds Bolts Up, Conforms to Uneven Floors and Remains Flexible to Move With Toilet
- GripRite Tools (Booth 1736) GripRite is introducing 3 new short body framing nailers, the round head (GRTFR83), clipped head (GRTFC83) and wire weld (GRTFW83).
- Insulation Materials LLC (Booth 1743) GoldWall® is an EPS insulation manufactured with embedded steel studs, allowing the installer to frame and insulate in one step.
- Superior Plastic Products Inc. (Booth 2013) Solstice Decking from Deceuninck. Dualcolor, dualembossed, the most realistic hardwood colors and a limited lifetime warranty with 25year fade and stain coverage.
- Superior Plastic Products Inc. (Booth 2013) Kodiak® Elite Railing from Deceuninck with SunShield® technology. Elegant routed details, a smooth lowgloss surface, backed by a 25year limited lifetime fade & stain warranty.
- Kleer Lumber (Booth 2023) Kleer Decking is the ultralow maintenance alternative decking that is highly resistant to scratching, staining and fading. Guaranteed.
- Duradek US Inc. (Booth 2042) Duradek, Tiledek, and Plazadek. Your solutions for waterproofing sundecks, balconies, patios and roof top decks.
- Enduris (Booth 2211) Endeck is low maintenance, code approved, embossed both sides all PVC deck with matching fascia board. Enrail is CCRR0107 code approved.
- Denver/Summit (Booth 2442) New Custom Designer Colors and Extremely Realistic Wood Grain Powder Coat Finishes on Stainless Steel are available to create unique "oneofakind" kitchens ...and the finishes require little to no maintenance.
- Deck Lighting Systems by Ilighting LLC (Booth 2444) Ilighting LED plug A into B Landscape Lighting System
- ZipUP Ceiling & Under Deck (Booth 2625) ZipUP Ceiling & UnderDeck System is the first with easy access and the easiest of all installations.

Products in the GREEN category include:

- Warmup Inc. (Booth 325) Warmup Insulation boards improve heating efficiency and can be easily installed under any floor with Warmup floor heating systems.
- Grace (Booth 428) Vycor® enV™ is a rolled or sprayapplied, one component, acrylic membrane that forms a continuous water and air barrier with seamless protection.
- SherwinWilliams (Booth 546) Zero VOCs with maximum protection from mold and mildew. Plus superior coverage and durability
- Vinyl Siding Institute (Booth 1142) Insulated siding is vinyl siding with rigid foam insulation that is laminated or permanently attached to the panel.
- EcoLife (Booth 2239) Ecolife Stabilized WeatherResistant wood significantly reduces cracking, checking and splitting and looks better for longer. Reduces Callbacks.

Products in the COOL category include:

- Thermique Technologies (Booth 225) Electronically Heated Glass in designer metal frames produce topperforming, luxurious towel warmers; wall mounted & freestanding models, perfect for all decorating styles.
- Sashco Sealants (Booth 938) Clear roof repair sealant that permanently stops and prevents roof leaks. Effectively seals around rooftop fixtures and roofing materials without the messy look of asphalt. It can be applied to wet surfaces.
- Geocel, LLC (Booth 1247) Crystal clear, high performance sealant specifically designed for roofing applications without surface preparation and to provide a tough, durable, watertight seal.
- AngelGuard Products (Booth 2627) A long handle tool that quickly removes boards from joists along with any fasteners left behind.

Other exhibitors with entries in the Product Showcase include The Home Depot (208), Hearth and Home Technologies (Booth 621), Wellborn Cabinet Inc. (Booth 635), Dupont Tyvek (Booth 1038), Old Castle (Sure Touch) (Booth 1846) and Guardian Building Products (Booth 2035).

Be sure to register for the show so that you can view these unique products up close and personal. Visit www.RemodelingShow.com or www.DeckExpo.com for more information.

About Hanley Wood

Hanley Wood is comprised of four platforms: Business Media, which publishes more than 30 magazines, featuring Builder, Remodeling and Architect magazine, along with related Web sites, e-newsletters, and conferences; Exhibitions, which produces marquee events such as World of Concrete, bringing residential and commercial construction professionals face-to-face with

manufacturers, suppliers, distributors, and service providers, and also manages events in other industries; Market Intelligence, which collects and aggregates proprietary data sets that capture hundreds of pieces of profile and material information about housing developments in more than 75 housing markets; and Marketing, which plans, creates, and executes strategic and integrated marketing solutions for its clients. Visit www.hanleywood.com.