

BUILDING SOLUTIONS

MEDIA EXPLORATION



WeatherLogic House Blairsville, GA



19-OSB-0025 LP



DEFEND YOUR BUILD™

If you look at the installation process, one of the big pain points that we're hearing in the market was that house wrap is cumbersome, it tears on the job site, it can kind of scatter all over the place creating a messy looking job site. So one of the things that we love about WeatherLogic, and the feedback that we are getting from the market about WeatherLogic, is that it is very easy to install. Builders love how quick and easy it is, it installs the same as regular panels.

Casey Smyth
LP WeatherLogic Product Manager



LP WeatherLogic™ | LP Legacy® | LP® TechShield® | LP® FlameBlock® | LP® SolidStart® | LP® TopNotch®



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Ultimately affected is the entire house, the entire structure. This is the first line of defense around your house. It's wrapping the exterior of it. It's keeping out the water penetration, the air penetration. Everything as far as that, I mean, this is probably one of the biggest investments that you will make. And to have that security with that product on the outside to defend the inside of your house. That's exactly what you want.

Jeff Smith
Contractor Sales Representative
Builders First Source Lumber Company



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In the building industry, time is money. We avoid a step, a waiting process. If you build a house and you stick OSB on it, you've got to have house wrap on there. Normally in this part of the state, you have to have a separate crew come in from a different town to install the house wrap. So, you have wait time and then you have to pay them to install the house wrap, too. Using WeatherLogic, you avoid that whole complete step of waiting for somebody and paying the other person to do the house wrap... compared to WeatherLogic.

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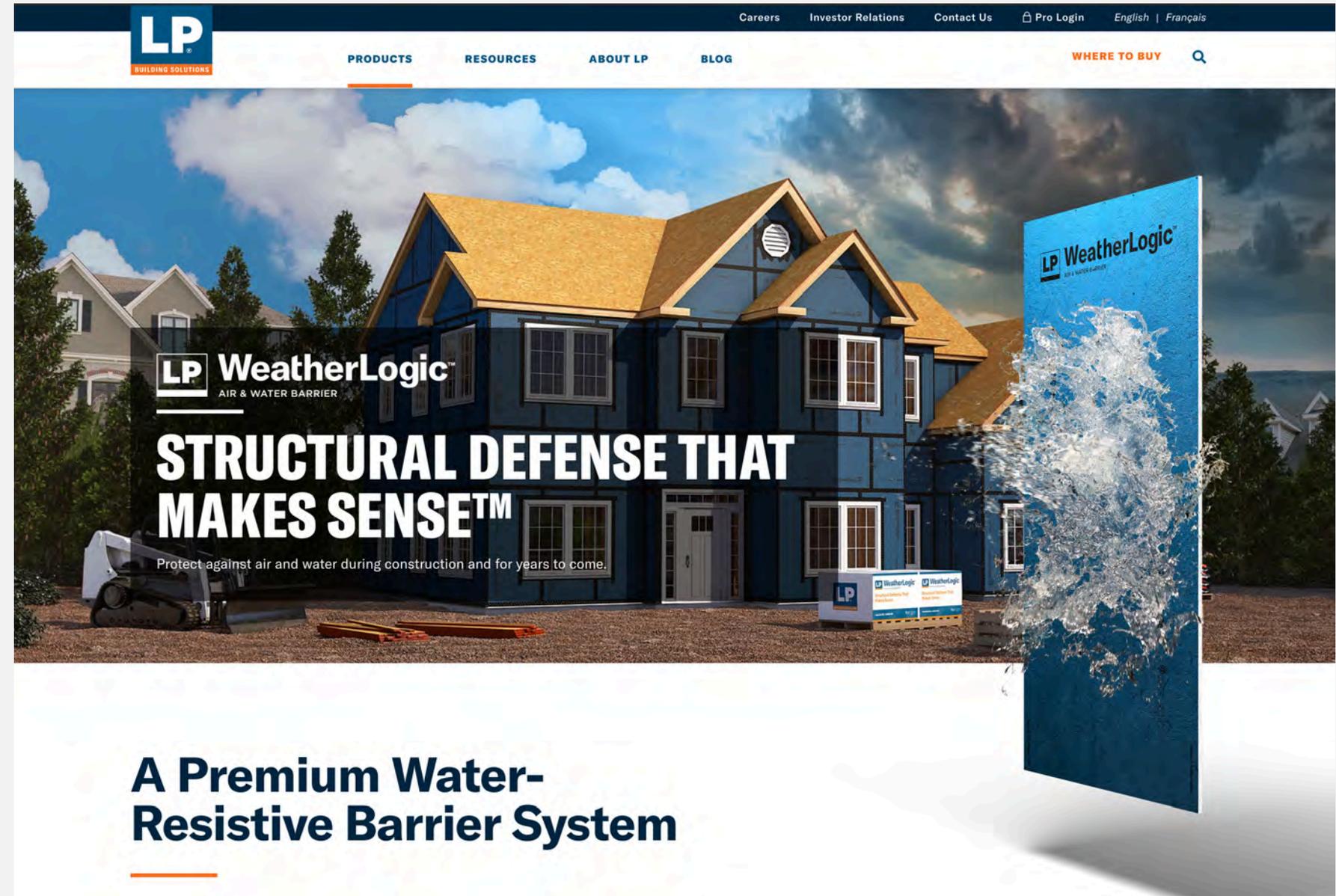
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Chris Aguilar
Master Carpenter

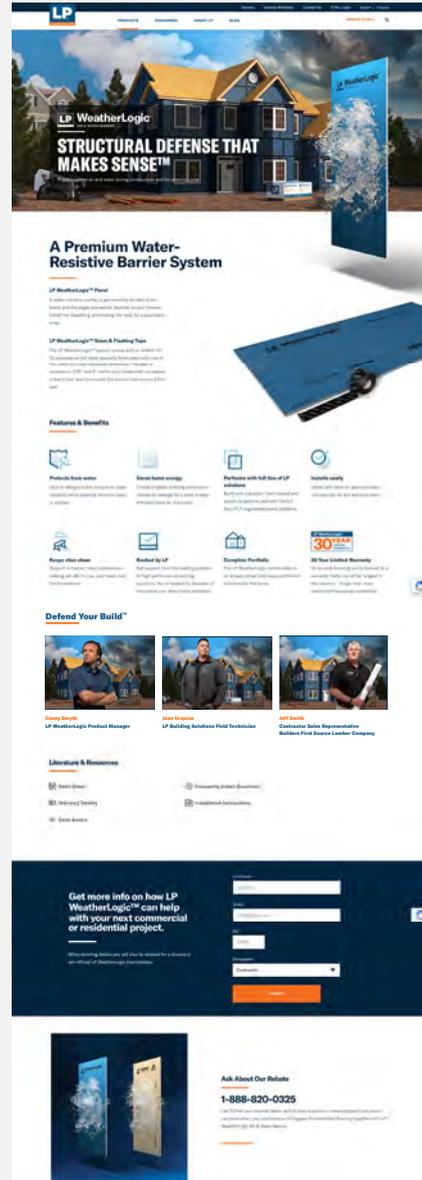


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WEATHERLOGIC LANDING PAGE



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Update TBD

Defend Your Build™



Casey Smyth
LP WeatherLogic Product Manager



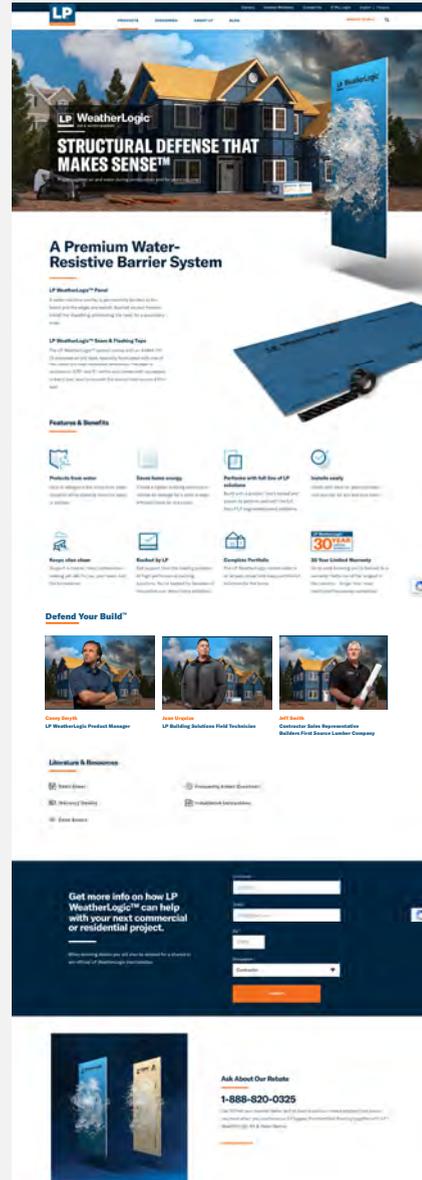
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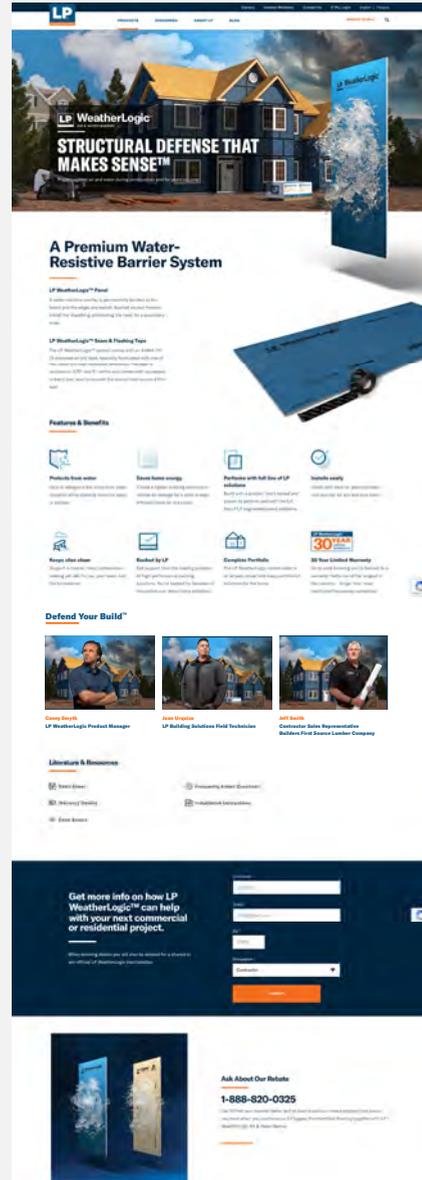
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Casey Smyth LP WeatherLogic Product Manager

Fundamentally, we just believe that there is a better way to build houses and structures in general. So with this type of WRB systems, generally, they're regarded to be more energy efficient than traditional house wrap. If you look at weather logic structure, all of the seams are taped up, so there's less areas for air from the home to escape on the outside which means that the conditioned air from the inside of your home stay conditioned better.

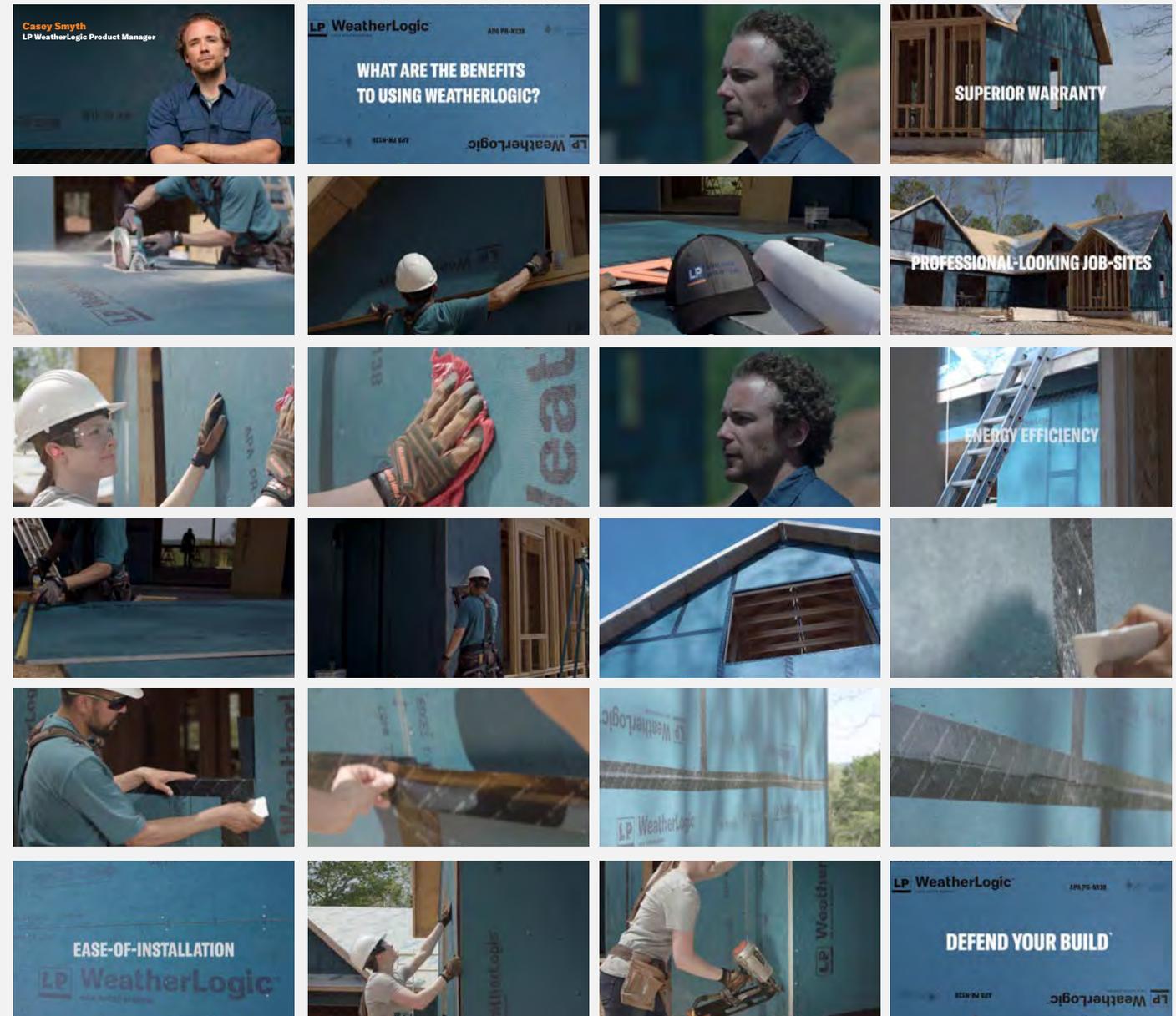
The warranty on this product, because of the advance engineering, were confident and able to offer a longer warranty. We have a 30 year warranty on this system versus 10 years for most house wrap.

If you look at the installation process for this product, one of the big pain points that we're hearing in the market was that house wrap is cumbersome, it tears on the job site, it can kind of scatter all over the place creating a messy looking job site. So one of the things that we love about WeatherLogic, and the feedback that we are getting from the market about WeatherLogic, is that it is very easy to install. Builders love how quick and easy it is, it installs the same as regular panels. It eliminates the need for that house wrap process. The only additional step that is required is to go through and tape up the seams of the house.

In addition to that, you don't have the waste, the debris, and house wrap fluttering around the job site, which you'd get with alternative build methods.

One of the things that builders love about it is that it provides a very tight seal around the house. So if you look at the structure, pretty much most places where air and water can penetrate into the house are sealed up, so that means that air and water not entering into house and at the same time that means that the conditioned air inside the home, well that's air conditioning, or heated air stays in the house more effectively. So in the end it translates to lower energy bills for consumers.

So this is a solution, this is a system as you mention. This is one of the first whole system products that we've created as a company. So we have regular panels, and in addition to the panels, we have the tape that we're selling with the panels. Creating the WeatherLogic system.



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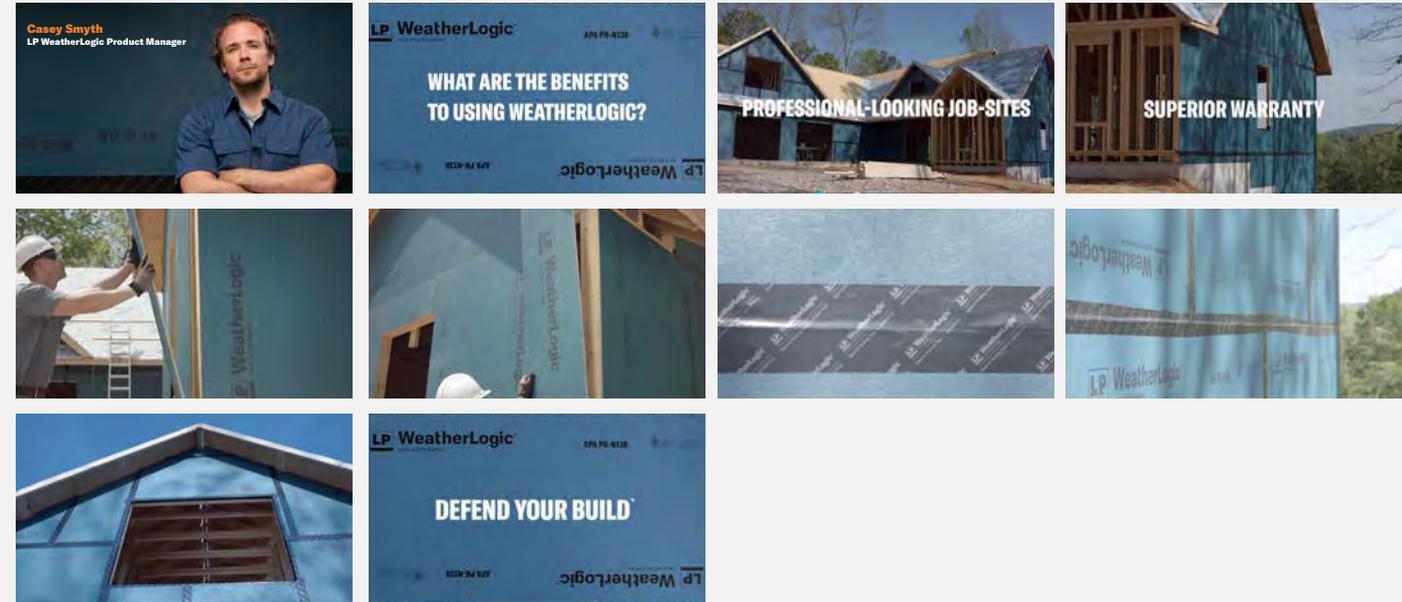
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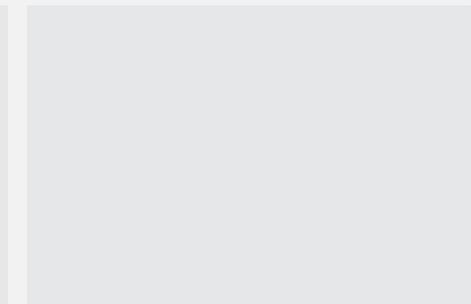
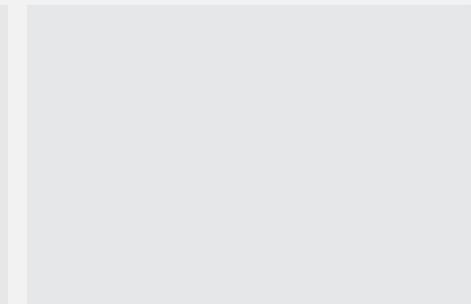
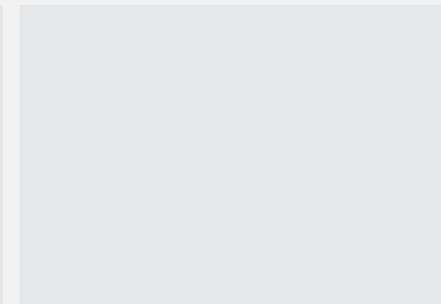
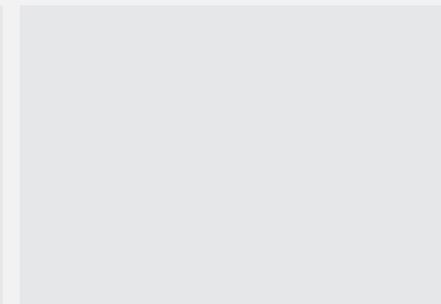
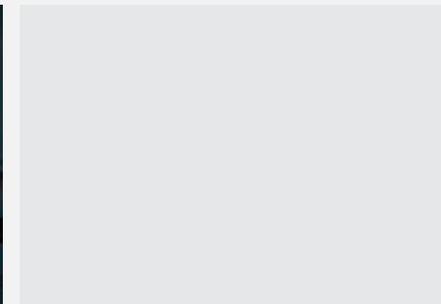
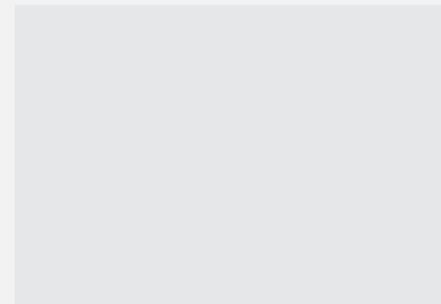
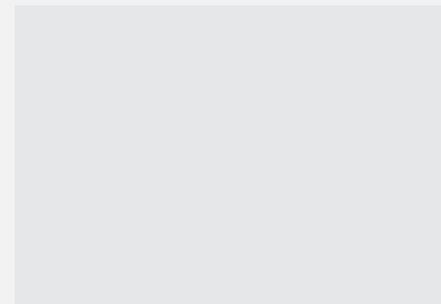
Well being the 30 year warranty, I knew that LP was going to stand behind the product. And then I've used other products that have a similar feature with the taping system on it. So I was familiar with that. So again, I didn't hesitate in using the LP product.

the best thing that I like about this product is, of course, the air and water penetration. Once you seal it up, it's done. We're with a Tyvek or a house wrap product, no matter what brand it is, it's a two stage process. Where you have to come back and put that on versus this product, you can put it and tape it as you're going. So it saves that labor. Also with the tape, like you're mentioning, it's a forgiving to tape. With some of the other manufacturer brands, once you stick it down, it's down. Where this, you have that window of time where you can peel it back and get any wrinkles, anything such as that, so that you're getting that good seal on that product.

A lot of our North Georgia markets, they have a crew that will come back or come up from Atlanta. And that's all they do is house wrap. So you've got that extended labor there, and extended time, that you gotta wait. Because that's part of our building process and our permitting codes. That you have to have that signature off from the inspector with that. So there's another day loss waiting on inspections that you can gain. And of course, in this business, time is money.

Ultimately affected is the entire house, the entire structure. This is the first line of defense around your house. It's wrapping the exterior of it. It's keeping out the water penetration, the air penetration. Everything as far as that, I mean, this is probably one of the biggest investments that you will make. And to have that security with that product on the outside to defend the inside of your house. That's exactly what you want.

In my business, number of things keep me up at night. I mean, but again, it's preparation like we started off with. If you plan, you have that target that you can strive for. If you fail to plan, you plan to fail. I mean, just plain and simple. It's a great quality product. And that was part of my plan when I did the preparation, is just finding out, because I work in the business, I know the products that are going to stand true. And I wanted to make sure, and have the best quality products on my house



Juan Urquiza LP Building Solutions Field Technician

As a Field Tech, our job is to go out and train installers how to install our products correctly. That way people using our product for the first time have a good experience.

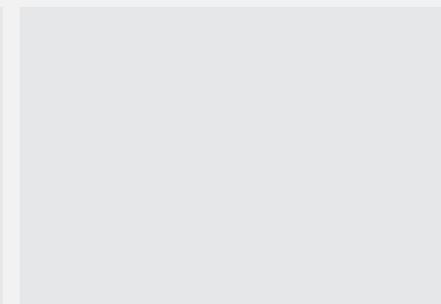
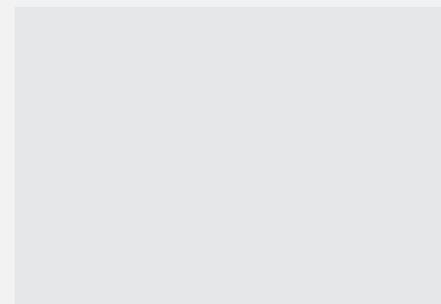
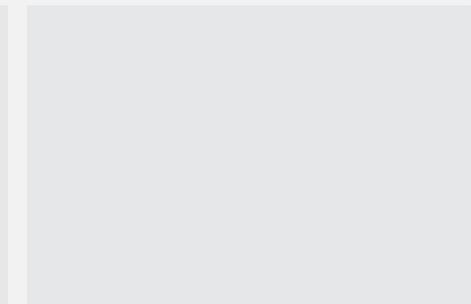
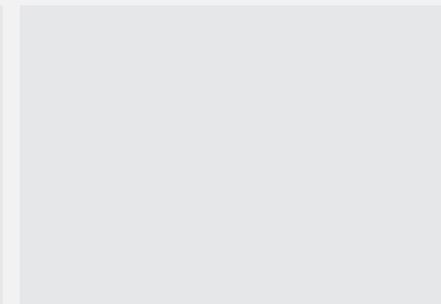
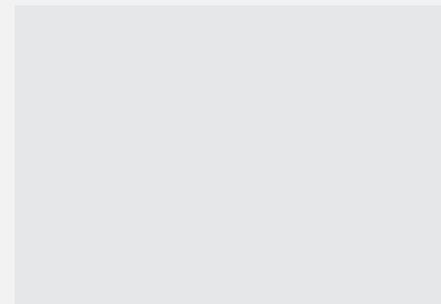
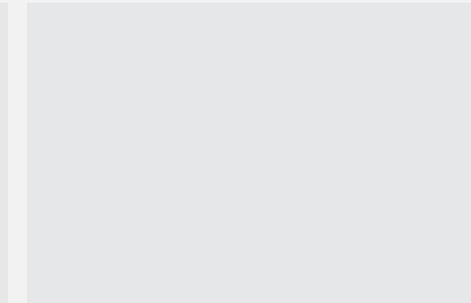
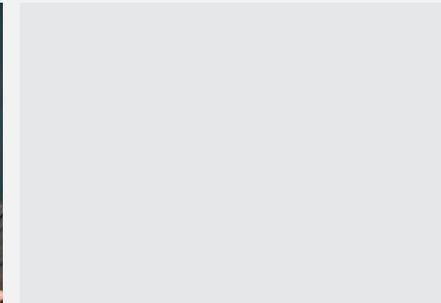
As a Field Tech, our responsibility is to go out on the job sites and train installers on how to install our product correctly, so that way they maintain the warranty, is our main responsibility. Part of that is so the home owner, the builder, and first time users get a good experience using our product. That's our main focus.

As far as what they need to know is, when applying the tape, we tell them to apply pressure. You do have the 24 hours where it's not fully stuck onto the board, so you have ease of installation. If it's going on crooked, you can pull it back up, straighten it back up and install it. One thing that we do get is, our tape, when you stick it on the board, for the first five, ten minutes, it feels like it doesn't stick. That's the first complaint we get from everybody, it's not sticky enough. We're like, well, put it on there, come back 24 hours later and see if you can take it off. That's the number one thing we tell them.

Treat it like OSB. That's exactly what it is, it's just got a vapor barrier on it. Install it like OSB on the wall. Very easy install. There's nothing very special about the install. We just tell them about the nail pattern and the tape. For them to use our products, they don't have to worry about buying extra tools or none of that kind of other stuff. That's another point that we tell them. We let them know.

In the building industry, time is money. We avoid a step, a waiting process. If you build a house and you stick OSB on it, you've got to have house wrap on there. Normally in this part of the state, you have to have a separate crew come in from a different town to install the house wrap. So, you have wait time and then you have to pay them to install the house wrap, too. Using WeatherLogic, you avoid that whole complete step of waiting for somebody and paying the other person to do the house wrap... compared to WeatherLogic.

As far as the 30 year warranty, that's peace of mind there. You have 30 years of warranty on the product. LP stands by their warranty 100%. That's part of us as Field Technicians, is to go out and show everybody how to properly install a product, so that way they do have a warranty at the end of the day



WEATHERLOGIC - EMAILS

SUBJECT LINE: WeatherLogic delivers with potential cost savings.



“In the building industry, time is money.”

Juan Urquiza
LP Building Solutions
Field Technician

Delivers with ease of installation for potential cost savings during construction and for years to come.

Buy LP WeatherLogic today, the smart choice for premium water resistive barrier systems.

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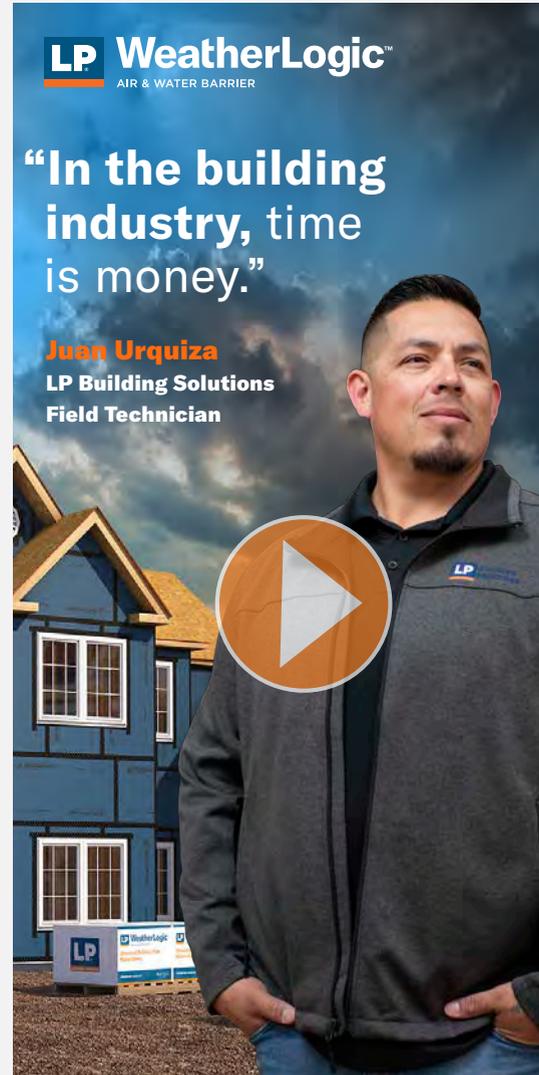
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