

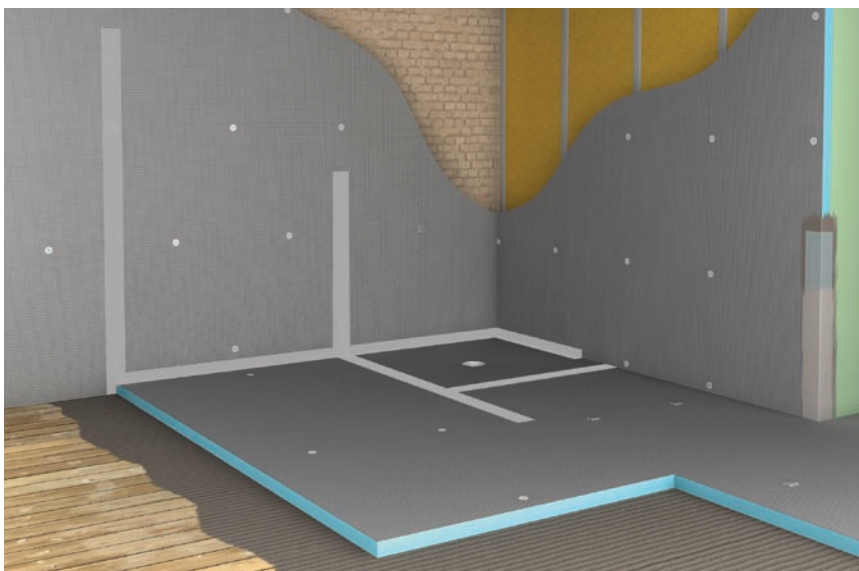
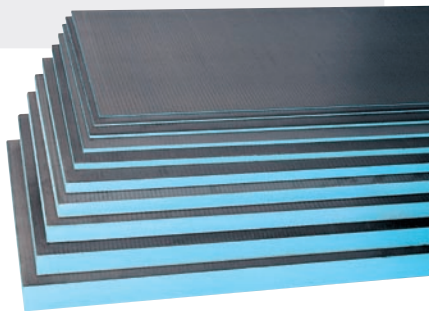
New wedi[®] Building Panel **XL & XXL!**

Larger wedi[®] Building Panels are now available! Our new 3 ft. x 8 ft. XL Building Panel and 4 ft. x 8 ft. XXL Building Panel reduce installation time, seams and seam treatments! So easy, you can put up a tile-ready shower wall in just 5 minutes!

wedi[®] offers the most versatile, waterproof and durable building panel in the tile setting industry. We've expanded our building panel product line with new larger sizes!

wedi[®] Building Panels are:

- Quick & simple to install
- Waterproof & mold proof
- Lightweight & durable
- Thermally insulating
- Built for mess-free cutting & handling on-site
- Great for tile bonding using cement based thinset mortar



Contact wedi[®] today for more details about the revolutionary Building Panel product line!

Dear wedi[®] Customer,

Why does a backer board have to be 3 ft. x 5 ft. like our regular wedi[®] Building Panel?

Although its size is quite common, we still felt it was time to squeeze the last bit of more efficiency out of our system and started developing larger sizes of our Building Panels. We want to help you by minimizing cutting time, joint treatments and fasteners. The new wedi[®] Building Panel XL & XXL are still lightweight and easy to handle. Our Building Panel XXL is only 18 lbs! That's not even half of what a small 3 ft. x 5 ft. cement board weighs!

I invite you to give our new Building Panels a try. I know they will help you add speed of installation to your next job leaving more time for setting tile on a perfect substrate!

Want more details? Visit us online at wedicorp.com or join us on Facebook!

Sincerely,



BASTIAN LOHMANN
Director of Sales,
wedi Corporation/wedi Americas

Join Us at Coverings!

Visit wedi at BOOTH #2644!
Join us at the NTCA live installation demonstrations at Coverings and check out the latest wedi product systems in our booth!

COVERINGS

March 14 - 17, 2011
Sands Expo & Convention Center
Las Vegas

BOOTH #2644

Old-fashioned drywalling and cement board installation is time-consuming and messy. **Installing the wedi® Building Panel is quick, simple and efficient.**

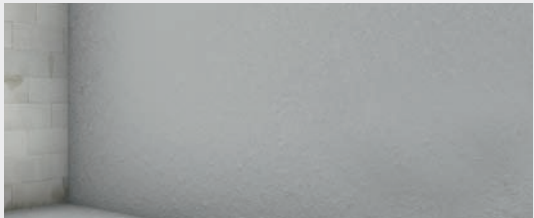
Traditional drywall/cement boards



Install drywall/cement board in wet area—panels are heavy and installation is slow and messy to cut. Drywall/cement board surfaces may require patching or skimcoating prior to installation of liquid or sheet membranes.

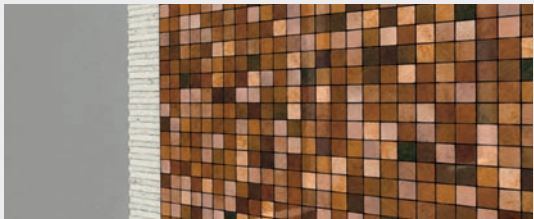


Apply at least two coats of waterproofing over the full area. First coat at 11:00 am. Some liquid products require mesh tape. Sheet membranes require a large amount of thinset.



Drying time between coats of waterproofing is approximately three hours (check with manufacturer's recommendation). Second coat starts at 2:30 pm.

Total time: 10 ½ hours

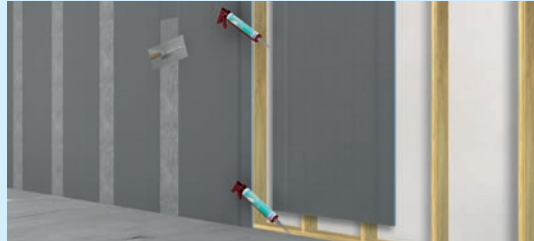


Surface installation times will depend on jobsite conditions and manufacturer's recommendations, but could be as much as 12 hours between final coat of waterproofing and tile installation.

vs.

wedi® Building Panel

8:00 am

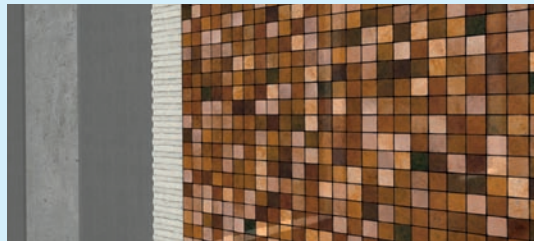


9:30 am

Fasten wedi® Building Panels using only half the amount of fasteners. Treat seams with wedi® Joint Sealant or sealing tape or reinforcement tape in dry areas.

Total time: 1 ½ hours

11:00 am



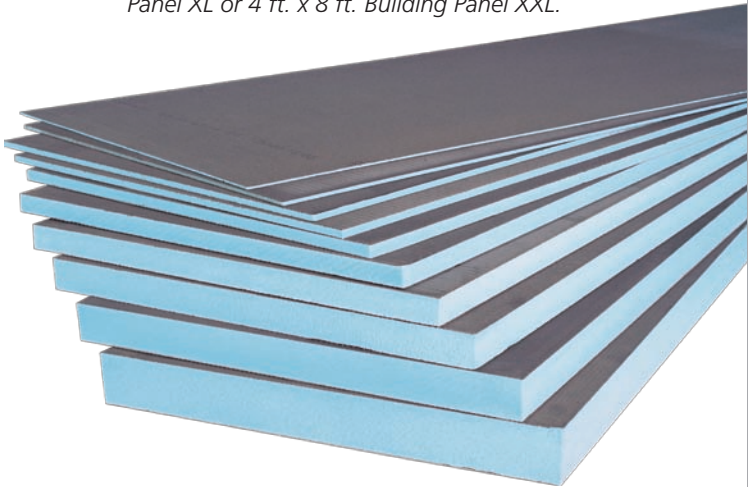
With the wedi® Building Panel, you are ready to tile about 9 hours faster than using drywall/cement boards.

2:30 pm

The 100% waterproof wedi® Building Panel only needs to be sealed at the joints and fastener penetrations. This saves significant time and money on the job site compared to using drywall/cement board and liquid or sheet waterproofing. wedi® Building Panels are the faster, better solution to installing walls that are insulated, waterproof, mold resistant and tile-ready!

6:30 pm

*Larger sizes now available! **New Building Panel XL & Building Panel XXL!** Reduce your installation time and need for seam treatments using the 3 ft. x 8 ft. Building Panel XL or 4 ft. x 8 ft. Building Panel XXL.*



Comparison demonstrates the average installation time needed for an 11' long x 8' high wall installation like in a 3' x 5' shower installation.