



# TUFF-N-DRI AGAIN AND AGAIN AND AGAIN!

To protect your foundations against harmful moisture, you can't do better than TUFF-N-DRI® Basement Waterproofing System. With performance that swept all 4 categories of *Builder* magazine's latest foundation waterproofing survey, TUFF-N-DRI delivers the confidence of a leader. Confidence - that's the best foundation to build on.

## #1 brand **NAME** familiar to builders

- TUFF-N-DRI is the only basement waterproofing system for new construction that's been performing successfully for 25 years.

## #1 brand **PREFERRED** by builders for 12 years in a row

- 99% customer satisfaction shows TUFF-N-DRI pleases builders by pleasing their home buyers.

## #1 brand **USED** by builders during the past 2 years

- Installation by trained Barrier Solutions Contractors makes TUFF-N-DRI the reliable, dependable choice.

## #1 brand in builder **QUALITY** ratings

- TUFF-N-DRI is so reliable, it's backed by a transferable 30-year performance warranty (visit Web site for details).



1

The black, flexible membrane of TUFF-N-DRI is spray-applied to seamlessly seal out water leaks and seepage.

2

The pink WARM-N-DRI® foundation board or TUFF-N-DRI Barrier Board insulate basement walls on the outside to reduce condensation on the inside. WARM-N-DRI board and TUFF-N-DRI Barrier Board also help drain water away from basement walls to relieve hydrostatic buildup.



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# TUFF-N-DRI #1 AGAIN!

TUFF-N-DRI® Basement Waterproofing System has a quarter century of unrivaled success. Since 1983, TUFF-N-DRI has been faithfully protecting basement walls against leaks, seepage and interior condensation.

So it's no surprise that, **once again**, TUFF-N-DRI has claimed top honors in all 4 categories of *Builder* magazine's latest brand use survey.\*

TUFF-N-DRI captured all 4 top spots, and it won by significant margins over its competitors.

Take a look at the results for yourself. Now, which brand of waterproofing makes you the most confident?



An RPM Company

## Builder Magazine 2008 Brand Use Study

### Exterior Foundation Waterproofing

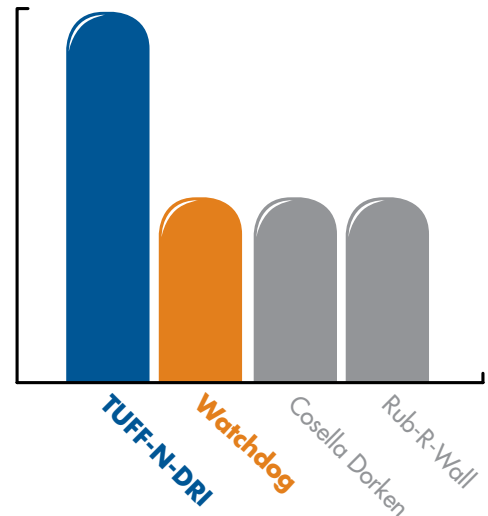
#### Brand Familiarity

TUFF-N-DRI is the brand most familiar among builders, by a margin of over 2 to 1!



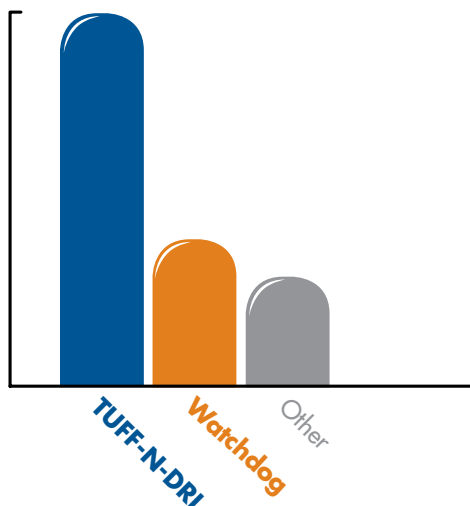
#### Brand Used The Most

TUFF-N-DRI is preferred by twice as many builders, making it the favorite brand for 12 consecutive years!



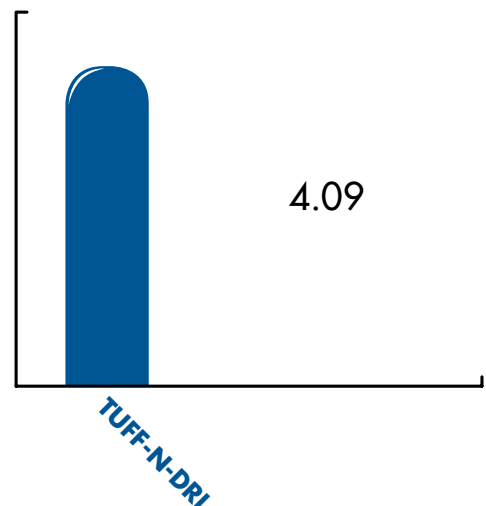
#### Brand Used In The Past 2 Years

TUFF-N-DRI was used by more builders in the past 2 years, surpassing its nearest competitive product by a margin of 2.5 to 1.



#### Quality Rating

TUFF-N-DRI was rated the highest in quality, scoring a 4.09 out of 5.



To discover how TUFF-N-DRI can meet your waterproofing needs with confidence - or to find the Barrier Solutions Contractor nearest you - call 800-DRY-BSMT. Or visit [TUFF-N-DRI.com](http://TUFF-N-DRI.com).

\*Part of the 2008 brand use study.

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TBS-0309  
Rev. 10/09