



RedGard® Waterproofing and Crack Prevention Membrane Outperforms Competition

RedGard Stated Coverage Proven to be
Most Accurate in Industry

Custom Building Products commissioned an independent, third party study of eight competitively-marketed liquid-applied waterproofing and crack isolation membrane products from a variety of manufacturers available in the North American market. The objective was to evaluate their overall performance characteristics and to assess coverage rates across the reviewed products.

*By Steve Taylor
Director of Architecture
and Technical Marketing,
Custom Building Products*

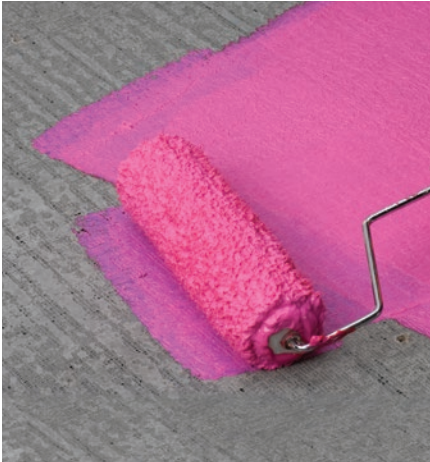


CUSTOM®

TILE INSTALLATION SYSTEMS

Technical White Paper

REDGARD® WATERPROOFING AND CRACK PREVENTION MEMBRANE



**RedGard
Waterproofing and
Crack Prevention
Membrane is the only
product reviewed
that achieved its
stated coverage**

This study was conducted by Intertek, a leading total quality assurance provider to industries worldwide. Intertek independently purchased all of the products used for testing from common retail and trade distributors. All products were tested based on established ANSI testing methods and/or the product package instructions and the manufacturers' technical data sheets for application and use. Intertek's conclusions, published here, were based exclusively on their test results.

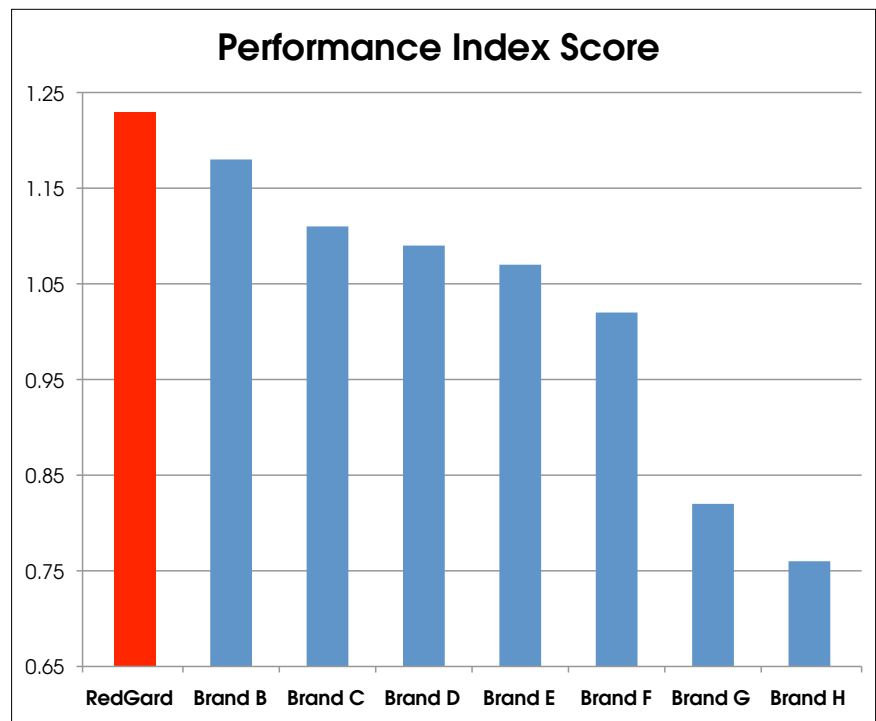
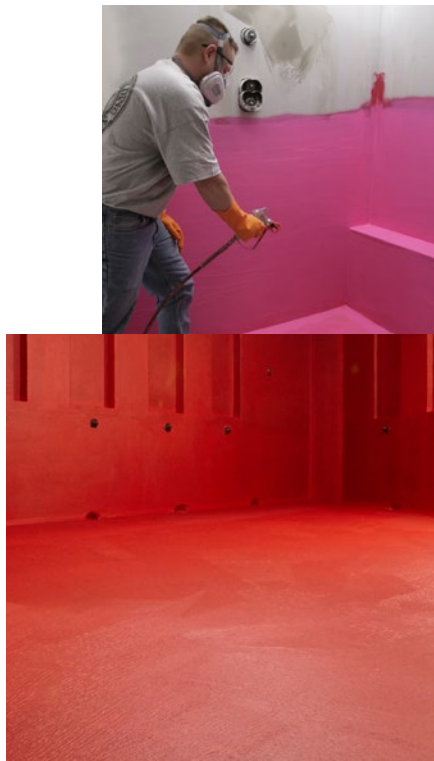


The Findings

RedGard Outperforms Competition on Performance Index

RedGard Waterproofing and Crack Prevention Membrane outperformed all tested competitors on a matrix of key performance attributes as noted by Intertek. Each product tested earned a composite score based on the following criteria:

- Waterproofness (using ANSI A118.10 Sect. 4.5 and ASTM D4068 Annex 2 (modified).
- Dry Time
- Stated coverage accuracy (when applied as a shower pan liner meeting IAPMO standards)
- System Crack Prevention



Conclusion: RedGard rated highest among key competitors based on fundamental performance metrics for waterproofing, crack isolation, dry time and coverage.

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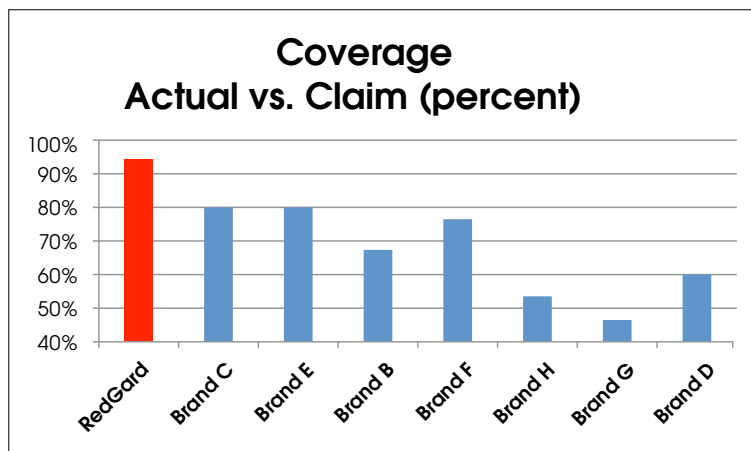


**RedGard
Waterproofing and
Crack Prevention
Membrane
outperformed all
tested competitors**

RedGard Outperforms Competition on Stated Coverage Accuracy, Delivering Best Value

CUSTOM's RedGard Waterproofing and Crack Prevention Membrane is the only product reviewed that achieved its stated coverage, within ordinary tolerances, when tested. All other products reviewed under-performed by 20% or more. Some membranes tested covered less than 50% of the square footage claimed by the manufacturer.

Each product was tested three times on a variety of porous and nonporous surfaces and an average was taken for the final result. Each product was spread to the recommended mil thickness as directed by the manufacturer and thickness was tested at Intertek's laboratory for accuracy.



Conclusion: Cost per square foot directly correlates to stated coverage. These results prove that compared to the other products, RedGard provides the best value. Contractors and design professionals can bid on a project with confidence knowing RedGard's stated coverage is accurate, within ordinary tolerances.



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REDGARD® WATERPROOFING AND CRACK PREVENTION MEMBRANE



- Ready to use – Roll it on
- Quick dry formula
- Listed with IAPMO for use as a shower pan liner

RedGard® Waterproofing and Crack Prevention Membrane is a ready-to-use elastomeric waterproofing membrane for both commercial and residential tile and stone application. Suited for interior and exterior substrates, RedGard creates a continuous waterproof membrane barrier with outstanding adhesion and reduces crack transmission in tile and stone floors. It bonds directly to clean metal drains, PVC, stainless steel and ABS drain assemblies and can be used as a slab-on-grade moisture vapor barrier under all types of floor coverings.



About the Author

Steve Taylor is Director of Architecture and Technical Marketing for Custom Building Products and has more than 30 years of experience developing products for the construction industry.

Steve is a member of the Tile Council of North America (TCNA) and Materials & Methods Standards Association (MMSA). In these roles, he helps to determine proper tile installation methods and standards. This includes simplifying the tile installation process to save tile professionals time and money.

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