

To earn a builder's **CONFIDENCE**, a product must perform reliably year after year.

A Graphic Display Of Confidence

MOISTURE OUT. | CONFIDENCE IN.™

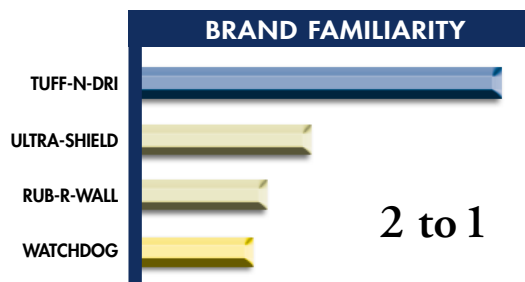
TUFF-N-DRI® Basement

Waterproofing System now has more than 20 years of unrivaled success. Since 1983, TUFF-N-DRI has been faithfully protecting basement walls against leaks, seepage and interior condensation.

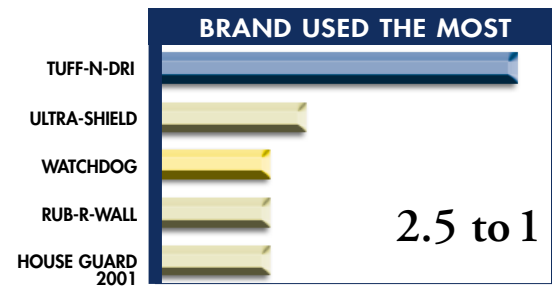
So it's no surprise TUFF-N-DRI once again claimed top honors in all 5 categories of *Builder* magazine's latest foundation waterproofing survey.*

Not only did TUFF-N-DRI capture all the top spots, 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?

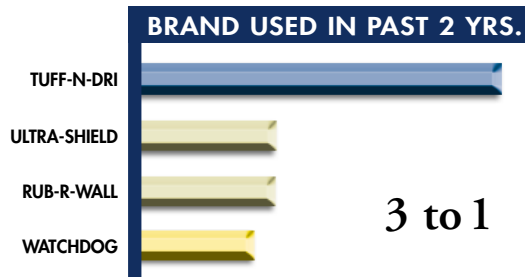
BUILDER 2004 BRAND USE STUDY FOUNDATION WATERPROOFING



TUFF-N-DRI is the brand most familiar among builders, by a margin of more than 2 to 1.



TUFF-N-DRI is preferred by more than twice as many builders, making it the favorite brand for 7 consecutive years.



TUFF-N-DRI was used by more builders during the past 2 years, topping its nearest rival almost 3 to 1.



TUFF-N-DRI was rated highest in quality, scoring over 4 on a scale of 5.



TUFF-N-DRI is considered the most innovative brand 2 to 1, even after more than 20 years in the market.

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.



*Part of the 2004 Brand Use Study.

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Confidence.

Still the best foundation
for builders to build on.



MOISTURE OUT. | CONFIDENCE IN.™

To protect your foundations against harmful moisture, you can't do better than TUFF-N-DRI® Basement Waterproofing System. With performance that swept all 5 categories of *Builder* magazine's latest foundation waterproofing survey*, TUFF-N-DRI delivers the confidence of a leader. And that's the best foundation to build on.

#1 brand name familiar to builders – After all, TUFF-N-DRI is the only new basement waterproofing system that's been performing successfully for 20 years.

#1 brand preferred by builders 7 years in a row – 99% customer satisfaction** shows TUFF-N-DRI pleases builders by pleasing their homebuyers.

#1 brand used by builders during the past 2 years – Installation by trained Barrier Solutions Contractors makes TUFF-N-DRI easy to use.

#1 brand in builder quality ratings – TUFF-N-DRI is so reliable, it's backed by a transferable 20-year performance warranty (visit Web site for details).

#1 brand in product innovation – Even after 20 years, builders consider TUFF-N-DRI the innovative choice for new basement waterproofing.

800-DRY-BSMT • TUFF-N-DRI.com



[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 insulates basement walls on the outside to reduce condensation on the inside. WARM-N-DRI board also helps drain water away from basement walls to relieve hydrostatic build-up.

