



Benjamin Obdyke's Slicker® Rainscreen Featured in the Proud Green Home at Serenbe

Products Provide Architects and Builders with Moisture Control and Drainage Systems to Protect the Home's Exterior Integrity and Prevent Water Damage and Deterioration

HORSHAM, Pa. (April 15, 2013) – Benjamin Obdyke Incorporated, a leading provider of roof and wall products to the residential and commercial construction markets, today announced that the company's Slicker® Rainscreen System is featured in the Proud Green Home at Serenbe, a national model for the future of balanced development in the U.S.

Designed by LG Squared, Inc. Residential Design of Atlanta and located just south of the city in Chattahoochee Hills, the Proud Green Home functions as an integrated system, blending what is already known with the latest in green building, building science best practices, technologies and products. The home is scheduled for completion in June 2013.

"While everything we have selected for the home helps us exceed green building certifications, we make it a point to design the house as a system, where products follow process" said Chris Laumer-Giddens, architect and co-founder of LG Squared Residential Design.

Benjamin Obdyke's Slicker Classic, a unique, vertically channeled rainscreen, provides a critical component of the exterior of the Proud Green Home. It provides a continuous space for drainage and drying, as well as a thermal break and pressure moderation, eliminating the threat of trapped moisture. Home Slicker allows moisture to quickly escape before it damages the sidewall materials, prevents damage from surfactants by separating the cladding from the water-resistive barrier and saves time and labor costs by eliminating the need for furring strips.

"Adequate ventilation between a wall cladding and the sheathing, in both the vertical and horizontal direction, is a critical component to the long-term durability and performance of a wall assembly with any type of cladding," said Laumer-Giddens. "Slicker allows all that to happen. Plus, it integrates well in to our designs, and the builders we work with all find it easy to install."

"While the Proud Green Home is visually striking and unique, it is often the underlying materials that aren't visible that really differentiate the house," said Tara Murray, Marketing Manager at Benjamin Obdyke. "We're excited to participate in such a forward-thinking project and proud to know that our products are part of a pioneering effort in sustainable building."

The Proud Green Home at Serenbe certifications will include EarthCraft House Platinum, ENERGY STAR Version 3, EPA Indoor Air Plus and EPA Water Sense. The home will also be measured on the HERS index and is expected to generate a remarkably low index of less than 45 before solar is added. With solar, the home will potentially move to net zero, indicating a truly energy efficient and unique home.

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About Benjamin Obdyke Incorporated

Since 1868, Benjamin Obdyke has been helping architects, builders and contractors in the United States and Canada Build Better™ by developing and adding new advances to its product line. Benjamin Obdyke develops, sources, markets and sells proprietary roof and wall products that improve the building envelope and the performance of other building materials for the new construction, repair and remodel markets. Innovations from Benjamin Obdyke, such as the first roofing ridge vent on a roll, the first wood roofing underlayment and the first rolled product to provide drainage and air flow in rainscreen wall assemblies, have helped shape today's building practices. Headquartered in Horsham, Pa., USA, Benjamin Obdyke partners with a network of distributors, dealers, buying groups and cooperatives to reach building professional in the United States and Canada. For more information, visit www.benjaminobdyke.com.

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