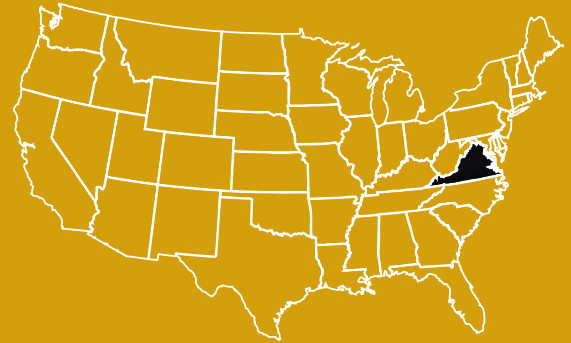


“USING ADVANTECH® FLOORING HAS GIVEN US A GREAT MEANS OF DIFFERENTIATION”

Builder Name Jim Schneider
Company Name Schneider Custom Builders
Location Hampton Roads, VA



Coastal Custom Builder Switches to AdvanTech® Flooring to Eliminate Installation Headaches

Jim Schneider has been building quality homes for over 20 years and, since 2002, has been building custom homes on the lower Eastern Shore and in the Virginia Beach area of Hampton Roads, VA. Schneider’s company, Schneider Custom Builders, builds up to five custom homes a year. Interested more in quality over quantity, Schneider had always been frustrated by improperly installed materials on the jobsite that cost him time, money and, potentially, his reputation. Those factors are why he made the switch to AdvanTech® subflooring over regular OSB.

Once Schneider made the switch to AdvanTech flooring it was permanent. “We switched to AdvanTech flooring because of the poor performance of materials that were improperly installed. With AdvanTech, I really like the ability to dry in the house so securely at the frame stage.”

Huber Engineered Woods maintains an ICC-ES report for AdvanTech flooring to elevate it from other OSB and plywood subfloors. The result? Evaluation Services Report, ESR-1785. This report documents that AdvanTech flooring has endured a battery of testing protocols that measure and ensure greater and consistent levels of panel strength, stiffness and fastener holding power than the competition. In addition, AdvanTech flooring’s patented fastening guide ensures a quick and easy installation on the jobsite.

- **62% better design bending strength than PS-2 quality OSB or plywood panels of the same dimension²**
- **28% better design bending stiffness than PS-2 quality OSB²**
- **16% better design bending stiffness than PS-2 quality plywood²**
- **10% better design fastener holding power than both PS-2 quality OSB and plywood³**

Schneider initially made the switch to AdvanTech® flooring to make installation easier, but he also realizes the quality of the products helps to differentiate his homes. “Using AdvanTech flooring has given us a great means of differentiation,” said Schneider. “At the end of the day, I make sure my customers know I am using the highest quality products. Even if my competition is using Huber products as well, I know our clients are getting a superior product.”

For more information on AdvanTech flooring, visit www.advantechperforms.com. To learn more about Schneider Custom Builders, visit www.schneidercustombuilders.com.

1. Limitations and restrictions apply. Visit AdvanTechPerforms.com for details. 2. ICC ES Evaluation Service Report, ESR-1785. 2012 edition of the AF&PA American Wood Council’s, Allowable Stress Design (ASD)/LRFD Manual for Engineered Wood Construction 3. Based on the equivalent specific gravity values published in ICC-ES Evaluation Service Report, ESR-1785 and the 2012 APA Panel Design Specification, Form No. D510C