

## HUBER ENGINEERED WOODS ANNOUNCES NEW ADVANTECH X-FACTOR SUBFLOORING PANEL PRODUCT

*The Fade-Resistant, Water-Shedding Wood Panel Rounds Out Huber's Portfolio of Premium High-Performance Engineered Wood Panel Offerings*

**CHARLOTTE, N.C. (February 12, 2021)** – Leading building products innovator Huber Engineered Woods has expanded its line of innovative AdvanTech® subfloor assembly products with the introduction of **AdvanTech® X-Factor**. Rooted in the responsibility to listen and respond to on-the-job needs of construction professionals, Huber's approach to product development is methodical and led to new product categories such as AdvanTech® subflooring, the first high-performance engineered wood panel.

AdvanTech X-Factor is a new class of premium subflooring with a fade-resistant, water-shedding surface on a high-performance engineered wood panel. With a built-in protective top layer, it takes the moisture-resistance teams expect from an AdvanTech panel to the next level and pairs well with AdvanTech™ subfloor adhesive for a Squeak-Free Guarantee.

“Huber Engineered Woods continues to solve design and construction challenges by reimagining installation and assembly design to reflect our industry's desire to push high-performance forward,” said Jason Darling, Director of Innovations for Huber Engineered Woods. “AdvanTech X-Factor rounds out our portfolio of category-defining subflooring products and offers builders yet another option to elevate their jobsite and finished product.”

Unlike common oriented strand board (OSB) and plywood panels that can show flaking, delamination or discoloration from exposure to daily jobsite stress, AdvanTech X-Factor protects the panel surface quality and appearance. The built-in, water-shedding top layer provides a distinctively smooth, even, premium subfloor surface that is marker-friendly and easy to clean.

AdvanTech X-Factor is perfect for the building team or homeowner looking to reduce the way their subflooring reflects the impact of jobsite challenges and potential need for rework due to damage - rain, snow, sunlight and jobsite traffic are no match for the enhanced subfloor surface durability against weather and its quality appearance. Additional benefits include first-class moisture protection, curbside appeal of a clean, smooth subfloor assembly and surface consistency for even covering application.

AdvanTech X-Factor panels are the latest innovation from the subflooring brand builders have trusted for more than 20 years for the FLAT OUT BEST™ start to a quiet, stiff floor.

For more information on the Huber Engineered Woods portfolio of products, please visit [www.huberwood.com](http://www.huberwood.com). For more information on AdvanTech X-Factor, visit [huberwood.com/advantech/x-factor-subflooring](http://huberwood.com/advantech/x-factor-subflooring).

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**About Huber Engineered Woods**

Building products innovator Huber Engineered Woods LLC has a reputation built on consistent product performance and commitment to people. Fueled by on-the-job-site analysis and building science principles, AdvanTech® subflooring and ZIP System® building enclosure product solutions have changed the way construction teams build better buildings. AdvanTech and ZIP System products streamline installation, while providing dependable performance as critical components of quiet, stiff floors and weather-resistant, tight building envelopes. With headquarters in Charlotte, NC and manufacturing facilities in Maine, Georgia, Virginia, Tennessee and Oklahoma and a national sales team of over 100 members, Huber Engineered Woods provides specialty building materials to residential, multifamily and light commercial projects nationwide, through a national network of lumberyard and distribution partners. Visit [huberwood.com](http://huberwood.com) to learn more.

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