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**Innovative Modular Wood Subfloor System
"Warms Up" Concrete Garage Floor in NextGen04 Home**

LAS VEGAS – Visitors to the NextGen04 Demonstration Home who congregate in the garage/information center will be walking on DRICore[®], the new subfloor system for concrete floors and will experience for themselves the “DRICore effect” – a warm, dry and resilient floor over concrete.

DRICore is a participating sponsor of the NextGen04 Demonstration Home, which has been erected on the grounds of the Las Vegas Convention Center and is open for tours during the 2004 Consumer Electronics Show (Jan. 8-11) and the 2004 International Builders Show (Jan. 19-22.)

The home showcases the latest in energy-efficient design, building materials and advanced construction practices combined with the power of smart-home connectivity.

DRICore, a division of Longlac Wood Industries, is the creator of DRICore, the original modular subfloor system for concrete floors. The DRICore system consists of engineered wood subfloor panels bonded to a rigid moisture-resistant polyethylene sheet with “cleats” that create an air space between the concrete and the panels, forming an R-2 insulation layer. The panels press-fit together without nails or glue to create a “floating floor” that, in most cases, requires no anchoring to the concrete, reducing installation time to less than half that of a conventional subfloor.

More . . .

“We’re pleased to join with other fine companies as a sponsor of the NextGen04 Home,” said Dave Murray, director of marketing for DRICore. “DRICore’s warm, resilient, ‘upstairs’ feel and its ease of installation, along with its innovative moisture management design, make it an ideal fit for this project.

“When today’s knowledgeable and demanding homeowners look to their basements for extra living space, they expect it to be both comfortable and healthy,” Murray said. “Builders are always in search of new products that will give them a competitive edge and enable them to better respond to their customers’ needs. DRICore is just such a product and the NextGen04 Demonstration Home is a great context for us to present the DRICore story to forward-thinking builders.”

The Next Gen04 Demonstration Home is a joint project of iShow, a communications firm serving the residential construction industry, the Partnership for Advancing Technology in Housing (PATH) and Design Basics Publishing.

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