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**DRIcore® Earns Wide Acceptance in the U.S.  
As Customers Embrace Innovative New Subfloor System**

A few years ago, it's unlikely that U.S. contractors or do-it-yourselfers had heard of DRIcore®, unless they happened to visit a Home Depot store in Canada, where DRIcore was first introduced. But in just two years' time, DRIcore, the original engineered wood subfloor system for concrete floors, has won wide acceptance in the U.S. market.

After a successful introduction in Canada in 1999, DRIcore began market testing in the United States in the fall of 2001, in New England. Now that DRIcore has demonstrated market acceptance, it is being stocked in more than 600 Home Depot and Menard's home improvement warehouse stores in the Northeast, Midwest and Pacific Northwest. Ultimately, plans are to distribute DRIcore nationwide to meet demand.

It's no surprise that do-it-yourselfers and contractors alike are embracing DRIcore, said DRIcore's Dave Murray, director of Marketing. "Concrete has been around as a building product for a long time, and its benefits are well-known, but it is a cold, often damp and unforgiving surface on which to live and work," he said. "DRIcore is the first easy-to-use, quick-to-install, affordable subfloor solution for cold, damp concrete floors."

The DRIcore engineered wood subfloor system is patented in Canada and patents are pending in the U.S. and abroad. DRIcore is a product of DRIcore Division, Longlac Wood Industries, a unit of Kruger, Inc. Kruger is a major Canadian pulp and paper producer and a leader in sustainable forest ecosystems and recycling.

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