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### **DRICore® Garners Another “Best New Product” Award**

NASHVILLE – The DRICore® modular subfloor system for concrete floors was selected by independent lumberyard owners as one of the top three Best New Building Products at the recent 2006 LMC Annual Show.

The LMC (Lumbermens Merchandise Corporation) Annual Show is the once-a-year buying event for independent lumberyard owners who operate 1,200 locations nationwide. DRICore was one of 68 new products displayed at the show. An estimated 700 lumberyard owners and their purchasing managers attending the show viewed the new products on display and voted for their favorites.

“We are delighted to receive this award,” said Dave Murray, director of Marketing for DRICore. “The response from lumberyard owners is especially gratifying because they have the combination of product knowledge and an understanding of what their customers want.”

This is the second award for DRICore this year. DRICore received a Best New Products Award from *Woman’s Day Home Building & Remodeling* magazine at the recent 2006 International Builders’ Show.

“Basements represent a huge opportunity to expand useful living space in American homes and DRICore is an important component in helping to create basement living areas that are comfortable, warm and dry. Considering that in any given year, an

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estimated 3 to 4 million basements experience some water penetration, DRIcore can play an important role in preventing moisture damage to finished floors and furnishings.”

DRIcore marries two material technologies – a durable engineered wood subfloor that expands uniformly when subjected to high levels of humidity, and a moisture-resistant membrane with a raised design that creates a ¼-inch air space between the concrete floor and the wood subfloor on top of it. This space allows air to circulate between the concrete and the subfloor to dry up small amounts of basement moisture and keep dampness from coming into contact with finished floor materials and furnishings.

The DRIcore modular subfloor system is a product of DRIcore Division ([www.dricore.com](http://www.dricore.com)), Longlac Wood Industries, a business unit of Kruger, Inc. Montreal-based Kruger is a major Canadian pulp and paper producer and a leader in sustainable forest ecosystems and recycling.

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