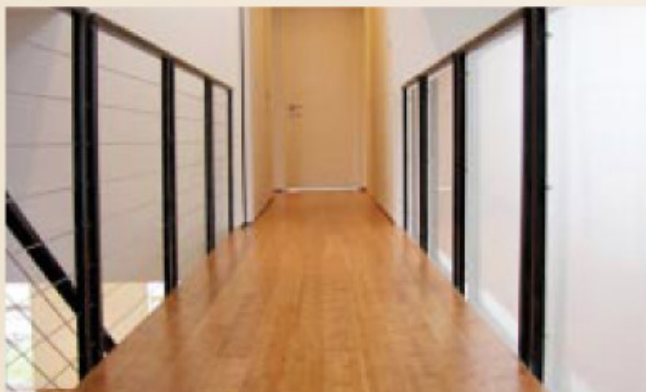


# Green Flooring, Adhesives, Insulation and Cladding Add to Builders' Sustainable Efforts



## Bamboo Flooring

BuildDirect

Vancouver, B.C. Canada

877-631-2845, [www.builddirect.com](http://www.builddirect.com)

BuildDirect features A grade and premium Yanchi bamboo flooring; all Yanchi bamboo is harvested from ecologically monitored growth areas in Asia and is of the highest quality.

Style choices include horizontal-cut, offering wider strips, and vertical-cut bamboo, which offers a narrow-strip look. The horizontal-cut style also shows the distinctive growth ring or "knuckle" of the bamboo stalk on the flooring surface. In addition to these two traditional styles, BuildDirect also offers strand-woven bamboo flooring, with its exotic surface pattern and which is even stronger and more durable than the traditional styles.

"We have seen a large and growing demand among consumers for green flooring, with buyers placing a lot more importance on products that come from renewable resources," says Rob Banks, executive vice president, sales for BuildDirect.

Banks adds that a new category in flooring is emerging with Coco Palm flooring. "We think Coco Palm has the potential to really catch on in 2007, particularly in California which is leading the demand for more environmentally friendly products," says Banks. BuildDirect is currently in discussions with several different manufacturers to introduce a new line of Coco Palm flooring this year.

The other trend in flooring expected for 2007 is a shift towards more exotic species taking over market share from traditional choices like oak and maple. "Brazilian cherry was a hot seller in 2005/2006, and now we are seeing more exotic species finding their way to market such as toona, tigerwood and taun," says Banks. These species, which have not commonly been available in North America, provide designers, builders, and developers with a completely new range of looks and styles.

## Handi-Stick Foam Adhesive

Fomo Products

Norton, Ohio

800-321-5585, [www.fomo.com](http://www.fomo.com)



In response to an industry need for a maximum strength adhesive compatible with all polystyrene substrates, Fomo Products, Inc. has developed Handi-Stick, a durable, pressurized polyurethane foam construction adhesive that contains no volatile organic compounds or solvents.

Handi-Stick was developed at Fomo's R&D lab with the objective of creating a fast, strong bonding and durable pressurized polyurethane foam construction adhesive, according to Tom Fishback, technical director. Fishback says Fomo also had a specific goal to maximize bonding with all polystyrene-substrates without having any adverse effect on polystyrene.

As well as providing a strong, durable bond, Handi-Stick provides an absolute airtight seal that meets the American Air Barrier Association's standards for air barrier construction materials.

Using its research, Fomo says it developed the Handi-Stick Polystyrene Construction line with an extremely quick working time specifically for the ICF construction and architectural foam shape markets. Fomo also developed Handi-Stick Subfloor with a longer open time of 20 minutes, which is needed for laying subfloors. In addition, Handi-Stick General Use is available with an open time of 5 minutes.

In order to deliver a cost-effective foam adhesive, Fomo packaged Handi-Stick in pressurized cans; just one can of Handi-Stick will deliver more than 10 times the yield of a tube of caulk-type adhesive.

## Formaldehyde-Free Fiber Glass Insulation

Johns Manville

Denver

800-654-3103, [www.JM.com](http://www.JM.com)



The International Agency for Research on Cancer designated formaldehyde as a known human carcinogen, and manufacturer Johns Manville has followed-up with a line of formaldehyde-free fiber glass building insulation.

Formaldehyde is commonly used in building materials, such as ordinary bonded insulation, pressed wood/fiberboard, plywood and flooring.

Johns Manville's building insulation uses a non-hazardous,