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CertainTeed® Celebrates a New Era with Rebranding Announcement and Showcase of Innovative Building Solutions at IBS 2023 (Booth C2530)

MALVERN, Pa. (January 31, 2022) — Today at the [2023 International Builders' Show](#) (IBS), **CertainTeed®**, a leading North American manufacturer of light and sustainable interior and exterior building solutions, debuts both its latest introductions and its rebranding – all brought to life in a reimagined booth experience to showcase how the brand supports and educates building professionals on its products for the residential and commercial market.

Rebranding Announcement

The new brand identity underscores the company's leadership in comprehensive, systems-based building products, and the solutions made possible through its expansive offering, which includes Roofing, Siding, Ceilings, Insulation and Gypsum solutions for the residential and commercial market.

“As a leader at the forefront of the building sector, we recognized an opportunity to evolve how our customers specify our products,” said CertainTeed CEO Mark Rayfield. “We’re taking ‘one-stop shop’ to the next level by serving as a preferred source for cohesive systems and complementary products that not only help builders grow their reputation, but make it easier than ever to deliver on what matters most: performance, sustainability, and longevity.”

To learn more about the rebranding, view the [full press release](#) and watch [this video](#).

Product Spotlight

To supplement the building solutions focused throughout the booth, CertainTeed will also spotlight its latest product inductions – from those guaranteed to slash time on the jobsite, to those with industry-leading performance and sustainability.



NO-COAT PRO

The NO-COAT® PRO Automatic Drywall Corner System is the first and only

**BEST OF IBS
AWARDS 2023**

**FINALIST
MOST INNOVATIVE
CONSTRUCTION
TOOL**



automated system for cutting corners of any length and angle. The system harnesses the combined power of NO-COAT PRO and NO-COAT PRO CORNER to produce ready-to-install corners with joint compound at any length, streamlining the installation process and providing custom-cut corners to fit any inside or outside corner angle. In 2022, three products from the portfolio became **the first-ever non-metal corner technology in the industry to earn this highly trusted UL rating.**

CertainTeed is honored to have NO-COAT PRO among the [Best of IBS](#) finalists in the Most Innovative Construction Tool category. Winners and the overall Best in Show winner will be announced Thursday, Feb. 2, at 3:30 p.m. in the IBS Construction Performance Zone (South Hall, Booth SU844).



[**GlasRoc® Tile Backer**](#)

The GlasRoc® Tile Backer is a gypsum tile substrate panel for walls and ceilings, specially formulated with a water-resistant core to meet the demands of high-moisture areas. For greater convenience, GlasRoc® Tile Backer allows users to apply tile using thinset or mastic compounds.



[**CERTAplank Single 7" Reinforced Siding**](#)

CERTAplank® Single 7" Reinforced Siding combines the durability and strength of vinyl with the authentic appearance of real-wood siding. CERTAplank® is lighter and easier to handle than wood, fiber cement or wood composites, and features an extra-thick panel and reinforced foam backer that provides the rigidity you'd expect from a hardboard cladding.



[**GRACE Select**](#)

GRACE SELECT™ is a smooth surface, rubberized asphalt adhesive roofing underlayment made up of two waterproofing materials – a rubberized asphalt adhesive backed by a layer of high density cross-laminated polyethylene. The unique, advanced rubberized asphalt formation allows the membrane to exceed industry standards for fastener sealability compared to products that are often significantly thicker and heavier.



[**Landmark® PRO**](#)

Landmark PRO delivers peace-of-mind on projects that call for a premier aesthetic at an affordable price – all backed by an industry-leading, lifetime-limited warranty, and certified to meet the industry's toughest third-party (UL) manufacturing quality standards.



Landmark® ClimateFlex®

Combines the beauty and dimensionality of wood shake roofing with the durable performance of polymer-modified asphalt for long lasting toughness, flexibility, and all weather performance. Offers an industry-leading Class 4 rating for protection against hail damage.

“2023 is a pivotal year for CertainTeed – one that will redefine how we do business, and make it easier than ever for builders to meet the growing demand for energy-efficient, high performance homes,” said Ebeth Pitman, CertainTeed Director of Marketing Communications. “Changing how we work together is a crucial step in the right direction for our planet, and we hope this inspires the same change in the rest of the industry.”

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About CertainTeed

Through innovative and sustainable building solutions made possible through its comprehensive offering of interior and exterior products, CertainTeed, founded in 1904 and headquartered in Malvern, Pennsylvania, is at the forefront of industry advancements that are making the world a better home. With building science as its foundation, CertainTeed is transforming how the industry builds – making it easier than ever to create high-performance, energy-efficient solutions for where we live, work and play.

A subsidiary of Saint-Gobain, one of the world’s largest and oldest building products companies, CertainTeed has more than 6,900 employees and more than 60 manufacturing facilities throughout the United States and Canada. The group had total sales of approximately \$5.6 billion in 2021. www.certainteed.com.