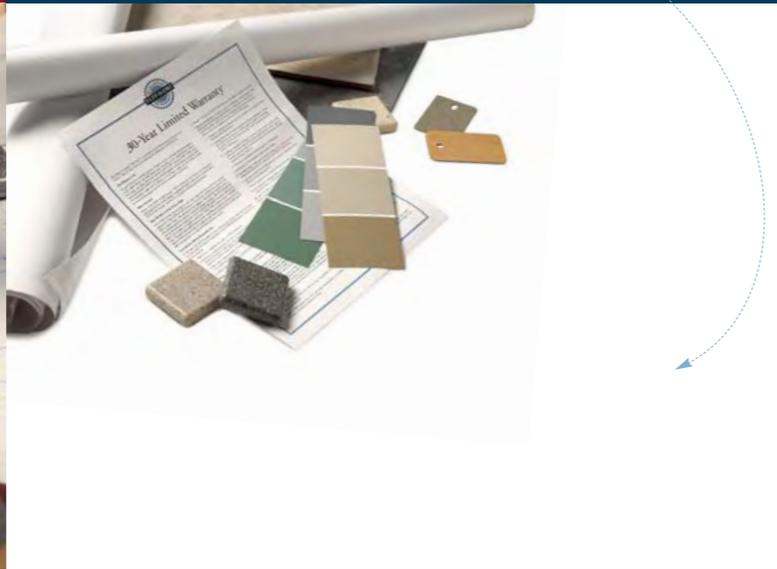


KEEP MOISTURE OUT, COMFORT IN.

MOISTURE OUT. | COMFORT IN.™

To Keep Moisture Out and Comfort In, Start with the Right System.

Start by asking your builder about TUFF-N-DRI™ Basement Waterproofing System.



Four great reasons to ask your builder for a Guaranteed Dry Basement.

When most people think about the plans for their basements, they think strictly about the space inside. Will we finish it now, or wait 'til later? What type of rooms do we want? What will the decor be?

But no matter what your basement plans are, the materials for the outside are just as important as those inside. Because outside is where your builder can help prevent water from entering your basement. And a Guaranteed Dry Basement not only enhances the comfort of your home, it can also protect your home's value and help increase its energy-efficiency.

[Building your basement right the first time is vitally important.]

Building your basement right the first time is vitally important. After all, other areas of the house are accessible and improvements can be made just about anytime. But once the soil around your basement is filled in, making any improvements to its exterior walls can be very costly.

That means you have one opportunity to make your basement the best it can be. And your builder will want what's best for you and your family – which includes using TUFF-N-DRI™ Basement Waterproofing System. To discover why, read on.

TUFF-N-DRI.com
800-DRY-BSMT



MOISTURE OUT.
COMFORT IN.™



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- A. Seamless membrane seals out leaks and seepage from basement walls.
- B. WARM-N-DRI® Foundation Board on the outside reduces condensation on the inside.



**[People spend up to 90% of their time indoors.
TUFF-N-DRI can help make it more comfortable.]**



**[TUFF-N-DRI helps transform ordinary
basements into exquisite living spaces.
At about half the cost of upstairs space.]**



1. Without proper waterproofing protection, basement walls are susceptible to three main forms of moisture – leaks, seepage and interior condensation. That's why you should make the call for TUFF-N-DRI™ Basement Waterproofing System. TUFF-N-DRI has been providing Guaranteed Dry Basements since 1983, and is North America's #1 brand of new basement waterproofing.

2. Too much moisture inside your home can foster damp, uncomfortable conditions. Extra water vapour in the air also enhances the chill of winter and the hot, sticky feel of summer. So heating, cooling and dehumidifying systems have to work harder and use more energy.

**Choose
Lasting
Comfort
and Energy Savings.**

3. With a TUFF-N-DRI Guaranteed Dry Basement, you can have the confidence to transform your lower level into luxury living spaces. Talk to your builder about adding a contemporary home theater. Create an inviting guest suite. Design a hard-working home office. Let your imagination take flight.

4. TUFF-N-DRI not only helps make your new home more comfortable and energy-efficient, it also may increase your home's resale value if you decide to move on. Especially since the TUFF-N-DRI 30-year performance warranty is transferable to the home's next owner.

**Call the Shots
to Control Basement
Moisture.**

Why is TUFF-N-DRI so effective? Its powerful combination of components team up to control the three main sources of moisture from basement walls. The rugged TUFF-N-DRI membrane seals out water leaks and seepage. And the WARM-N-DRI® foundation board insulates basement walls on the outside – the key to reducing condensation on the inside.

But the moisture control and insulating properties of TUFF-N-DRI can help keep your basement space more comfortable and energy-efficient for the long term. Plus, TUFF-N-DRI is backed by a 30-year transferable performance warranty.* It's one of the best warranties in the business, so you can rest easier for years to come.



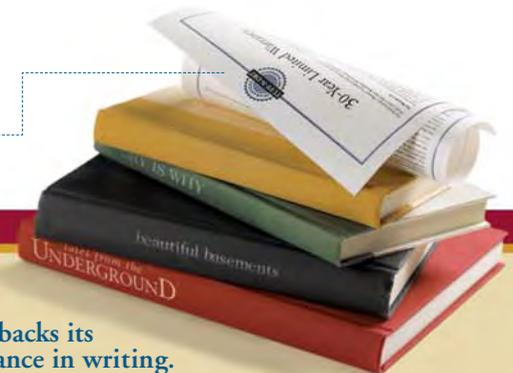
**Add Premium
Living Space.**

At about half the cost of adding upstairs living space, a luxury basement is an attractive option to maximize the value of your new home. In fact, TUFF-N-DRI itself is a surprisingly affordable choice for the high degree of protection it provides.



**Increase Your Home's
Resale Value.**

What other reasons do you need to ask for a Guaranteed Dry Basement? Talk with your builder about TUFF-N-DRI today. Or for more information, visit TUFF-N-DRI.com.



**[Two-thirds of today's families
want a basement in their new homes.
The other third are missing the fun.]**

**[TUFF-N-DRI backs its
performance in writing.
Over 99% of installations have never had a warranty claim.]**

* Visit TUFF-N-DRI.com for full details on our 30-year performance warranty.