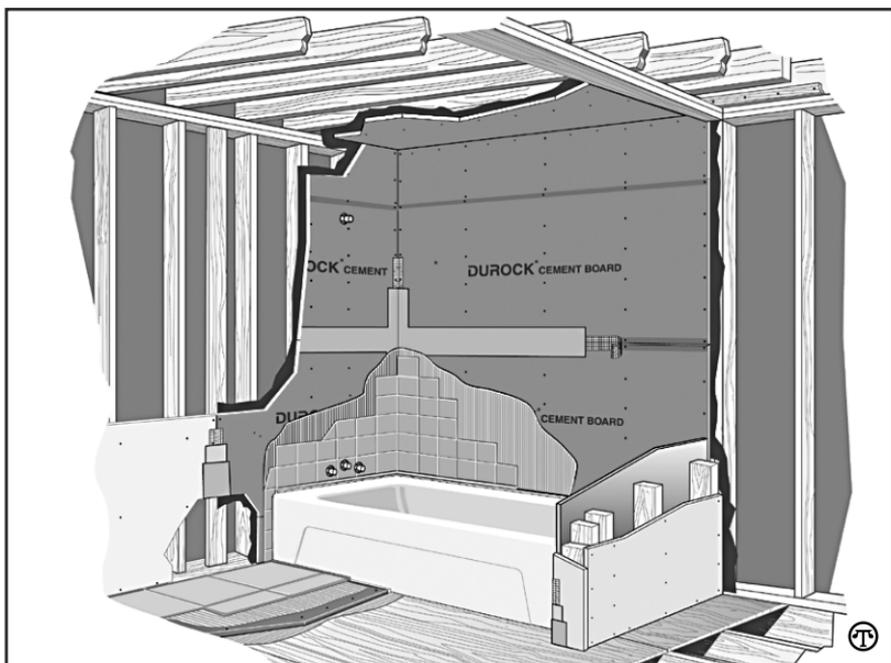


TILING TOPICS

Protecting Your Investment: Easier Than You Think



Ceramic tile is attractive, colorful, relatively easy to install and maintain, and opens up virtually limitless matching possibilities with its surroundings.

(NAPSA)—Ceramic wall tile is making a splash with homeowners—recent growth rates are around nine percent a year—who want to remodel their kitchens and bathrooms.

Recent surveys indicate that about a third of all homeowners plan some form of bathroom remodeling project. As bathrooms become larger and gain oversized shower and tub areas, whirlpools and designer sinks, the need for moisture-resistant substrate materials to protect the tile has never been greater. Playing a crucial role in keeping the surface looking good and lasting long, however, is what's installed behind the tile.

If moisture seeps beneath the tile surface, it can crack or loosen tiles, cause warping or bulging and encourage mildew. That's why most tile professionals now recommend water-durable cement board

panels such as DUROCK® Brand Cement Board panels in a high-moisture environment.

Available at most home centers, building material dealers and tile outlets, standard cement board panels are 1/2-inch thick, and sold in varying dimensions. These panels are good for most wall and ceiling applications and can also be used on floors and countertops. Thinner 1/4- or 5/16-inch-thick panels are specially designed to reduce height build-up in floor and countertop installations.

To facilitate proper installation of ceramic tile in all types of applications, United States Gypsum Company has published a step-by-step *DUROCK Brand Cement Board Installation Guide*. For a free copy, write: United States Gypsum Company, 125 S. Franklin St., Chicago, IL 60606-4678, call (800) USG-4YOU or visit www.usg.com.