

Inteplast Building Products  
PVC trim transforms the  
ordinary into extraordinary. <<

Residential | INTEPLAST GROUP'S INTEPLAST BUILDING PRODUCTS



# A Cut Above

CONTRACTORS GAIN EDGE WITH INTEPLAST BUILDING PRODUCTS TRIM AND MOULDING. BY LISA TOLSON

## *Inteplast Group's Inteplast Building Products*

*www.inteplastbuild.com*

- *Headquarters: Livingston, N.J.*
- *Specialty: Engineered building materials*

*"Our products provide advantages that are truly appreciated by today's building professionals."*

*– Craig Miles, director of sales and marketing*

**E**ngineered trim and prefinished interior moulding play a larger role today for builders who want to transform ordinary projects into extraordinary ones while meeting their customers' desires for low-maintenance and cost-effective solutions. Contractors need to look no further than Inteplast Building Products as an ideal source for these increasingly indispensable modern materials.

A business unit of U.S. manufacturing powerhouse Inteplast Group, Inteplast Building Products has 25 years of engineered building materials expertise, and it shows. The company's PVC trim, millwork and sheets, and prefinished polystyrene moulding look as beautiful as they perform.

"Popularity for alternative building materials manufactured from polyvinyl chloride (PVC) and polystyrene has increased across the board," says Craig Miles, director of sales and marketing, Inteplast Building Products. "We see very good indicators for our segment. Our volumes are growing and we are adding new retailers weekly.

"The physical properties of our products provide advantages that are truly appreciated by today's building professionals," he adds. "The adoption rates for engineered materials continues to rise because the end result is happy customers, fewer callbacks and value that is enhanced by product lifespan and durability."

Although made for differing applications, Inteplast Building Products trim and prefinished interior mouldings have key benefits in common – beauty, workability, low maintenance, long life and mois-

ture resistance. They do not rot or attract wood-eating insects such as termites.

"End users of the company's PVC trim and sheets are primarily builders and contractors, especially those in geographic regions where wet weather greatly impacts the life of natural wood products," says Miles.

On the other hand, he affirms that the company's prefinished mouldings for interiors attract both professionals and DIYers, as the materials are "lightweight, ready to go, super easy to install and work equally well for upgrading rooms within an entire home, or for small scale improvements and projects that can be completed in a day or less."

Inteplast manufactures solid cellular PVC decking, PVC siding and other products too, so the company's knowledge base for engineered materials is quite considerable. In fact, they are one of the leading manufacturers of PVC board products in all of North America, and contract manufacture them for other companies as well, a strong testament to their drive for quality.

### **PVC Trim**

There are a variety of alternative trim and sheet options in the marketplace, but only extruded PVC trim products like those produced by Inteplast Building Products are able to provide the kind of extreme moisture resistance that deters mold and rot.

The company offers 100 percent PVC trim board and sheets in two grades: Freefoam or Celuka. "Freefoam is the more popular of the two as it is more widely manufactured throughout the marketplace as a whole and has become the industry norm," says Miles. "Its cell structure is quite uniform from the inside out, resulting in trim and sheets with beautifully smooth edges. In addition, it can be used for trim and millwork applications that call for deep routs as its cell structure is highly favorable for routing."

He further explains that Celuka has a harder exterior than Freefoam. The process used to manufacture it cools the outer surface of the board more quickly, while expanding the inside of the product. This forms a solid, hard skin – the toughest surface in the industry.



» Inteplast Building Products interior moulding inspires creativity.

Inteplast Building Products Trim is available as trim board, sheets, millwork and beadboard in an attractive crisp white that does not require painting. The company's trim and full-size sheets are ideal for non-weight bearing wide-trim applications such as raised panels, soffits, gables, friezes, pilasters and more.

"Their ease of use inspires professionals to do outstanding work on all types of facades and exteriors for residential and commercial buildings," says Miles. "Craftspeople who enjoy making the trim themselves use our PVC trim board instead of using wood, so there is no maintenance year after year such as scraping and painting or repairs due to pests or water absorption."

The company's trim board and millwork profiles include beadboard, outside corner boards, J channel outside corner boards, window surrounds, window surrounds with flange slot, starter boards, inside corners and more that are fully sealed on all four sides. Finishes include smooth or an embossed woodgrain that stays intact even after heat bending.

It is important to note that the company also offers a variation of its Celuka process PVC board that contains wood flour for increased density, stability and "pull-out" strength when using fasteners. It has a tan, wood-like color and is designed to replace wood for a variety of housing construction applications, signage and more.

### On the Job

Inteplast Building Products Trim can be milled and cut like wood and has a density somewhat similar to pine. Because it is made from PVC there are no knots, grains, warping or cupping to deal with.

The company's informational tools explain that fastening PVC trim is easy. Nails or screws can be driven closer to the edge or into the ends without fear of splitting. Filling holes is easy, too. Fillers that create a chemical bond with the trim material are available, as are Cortex® plugs that cover screw heads and match the PVC for a beautiful smooth surface.

Bonding, again, is a simple process. Options include PVC cements that create a

tough molecular bond so that the boards become one where the cement is applied. Water-based PVC cements that act similarly to the way carpenter's glue does on wood are available as well.

Painting isn't necessary with Inteplast Building Products trim boards and sheets, unless one chooses to do so. Light colors work best and the manufacturer specifies that it is important to use vinyl-safe acrylic latex paint with a reflective value of 55 or higher. Natural wood expands and contracts as a result of moisture. PVC expands and contracts as a result of heat or cold. "This is why one does not paint it a dark color that attracts direct heat from the sun, and why instructions for allowances should be followed when cutting and installing it," says Miles.

### Interior Solutions

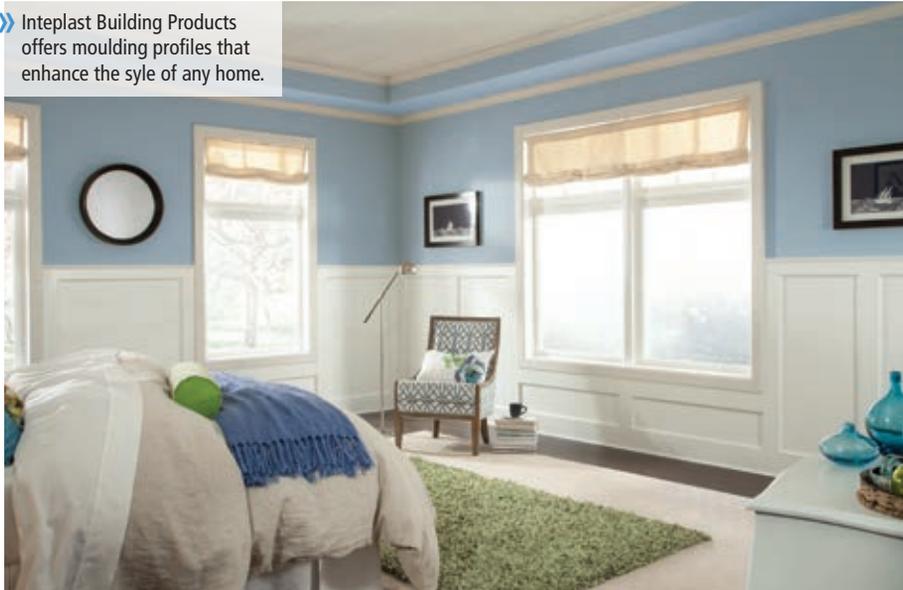
The finishing details make all the difference when it comes to the attractiveness and appeal of home interiors. With more than 40 profile shapes for walls, ceilings, floors, and doorframes and 14 distinct vivid



Inteplast Building Products exterior trim is ideal for commercial facades.

# 'Their ease of use inspires professionals to do outstanding work.'

» Inteplast Building Products offers moulding profiles that enhance the style of any home.



woodgrains – from smooth, cool Crystal White to rich, warm Mahogany – it is easy to see why Inteplast Building Products prefinished interior moulding is ideal for adding interest and beauty to every room in today's homes.

"Our ability to beautifully mimic hand-finished woodgrains that are not readily accessible is part of the reason why we are as popular as we are," says Miles. "Two factors immediately come to mind about the practicality of our product for professional use. The first is the consistency of color from piece to piece. If someone were trying to replicate our finishes with clear wood, some would be impossible to do at an affordable cost, and for others, the time and cost would be astronomical.

"The second is the simplicity and quick turnaround times for installation," he continues. "If you are builder, you can sell prefinished moulding as an upgrade up to the actual day you sell the home because of its ease of installation. All you need to do is measure, cut, and put it in place using standard woodworking tools."

For inspirational ideas on how to use Inteplast Building Products prefinished moulding for interiors, the company's

newly redesigned website is a great place to start. There one can see gorgeous rooms with details and appeal only moulding can accomplish, as well as the full range of finishes, profiles and more.

The product ties in with numerous home improvement projects such as the installation of casing around new or existing windows and doors and replacement of baseboard and quarter round around floors, especially when new flooring is installed. The company has just introduced new door

trim kits, including a more formal fluted casing option and a 356 profile.

Inteplast Building Products prefinished moulding is easy to maintain too, just wipe with soap and water. Its moisture resistance means it is a great way to add style to kitchens and bathrooms. "We have a molding profile to fit virtually any home," says Miles. "We manufacture moulding in mission, colonial and deco styles, including new lines ideal for the clean look of modern day homes that call for simpler lines and curves. In casings alone, we have five different styles, so customers can find the look they want."

Inteplast Building Products are sold through two-step distributors, professional dealers, home improvement dealers and big box retailers. The company website features product specs, colors, sizes and profiles, and a convenient product locator by zip code. Color samples can be requested online as well.

Whether your next project calls for exterior or interior finishing solutions, rely on Inteplast Building Products for inspiration and outstanding engineered materials that help today's builders produce beautiful, affordable and long-lived, customer-pleasing work. Keep a watchful eye for numerous exciting new products that will be launched later this year. ♦



« Inteplast Building Products interior moulding is easy to clean and moisture resistant.