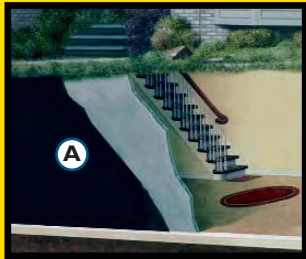


DEFEND

YOUR NEW BASEMENT
FROM START TO FINISHED.



WATCHDOG WATERPROOFING (A) is a seamless membrane that seals out leaks and seepage from basement walls. The membrane remains flexible even at low temperatures for year-round water protection.

If you want a finished basement in your new home, where's the best place to start?

Materials for the outside walls of your basement are just as important as the inside. Because outside is where your builder can help defend your basement against harmful moisture penetration.

Building and protecting your basement right the first time is crucial. 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 costly.

That means you have one opportunity to guard your basement properly against moisture. So be certain to ask your builder for *guaranteed** WATCHDOG WATERPROOFING™.

To protect your finished basement, start by asking your builder about WATCHDOG WATERPROOFING™.



WATCHDOGWATERPROOFING.com/Canada
800-DRY-BSMT

©2003, Tremco Barrier Solutions, Inc. WATCHDOG WATERPROOFING™ is a trademark of Tremco Barrier Solutions, Inc.

TBS-0318

GUARANTEED!


WATCHDOG
WATERPROOFING™



Select Waterproofing Contractors spray-apply WATCHDOG WATERPROOFING for seamless moisture protection you can count on.

UNLEASH SUPERIOR PERFORMANCE

WATCHDOG WATERPROOFING™ is specifically engineered to give your finished basement the lasting water protection it deserves.

The tough-yet-flexible membrane is spray-applied by trained **Select Waterproofing Contractors**. Because the membrane is spray-applied, it has no seams to let moisture slip through. And because the membrane is flexible, it bridges small cracks that occur naturally as your concrete foundation settles and ages.

WATCHDOG WATERPROOFING performs so well, it's approved as a genuine waterproofing product by the **Canadian Construction Materials Centre**.



BEWARE OF LESS EFFECTIVE ALTERNATIVES

Insist on the guaranteed* performance of WATCHDOG WATERPROOFING – because less effective options are available.

That's one reason why air gap products are not approved as waterproofing by the Canadian Construction Materials Centre. Air gap products are approved only as dampproofing and a drainage layer – which designates lesser performance than genuine waterproofing.

A popular product on the market uses “air gap technology.” Sold under a variety of different brand names, these are rolls of dimpled sheets that are “wrapped” around the foundation.

Since air gap products are applied in sheets or rolls, they create seams along the top and bottom edges, as well as between the ends of separate sections. Those seams can loosen – especially during the freeze/thaw cycles of winter – and invite harmful moisture in.

WATCHDOG WATERPROOFING	Air Gap Products
Thanks to spray application, no seams let moisture in	Seams that can let moisture in are created along top and bottom edges and between sheets
Spans foundation settling cracks to seal out moisture	Air pockets leave foundation settling cracks exposed to moisture
Approved as a genuine waterproofing product by the Canadian Construction Materials Centre	NOT approved as waterproofing by the Canadian Construction Materials Centre
10-year transferable performance warranty with up to \$2,500 in coverage	Air gap typically offers product-only warranties

A tenacious 10-year warranty.

To protect your peace-of-mind, WATCHDOG WATERPROOFING is backed in Canada by a 10-year performance warranty* with up to \$2,500 in coverage. A performance warranty means if you have a claim, we'll not only replace the product, we'll pay up to \$2,500 to fix the problem.

Compare that protection to air gap products, which typically offer only a product warranty. That means if you have a warranty claim, the manufacturer will merely replace the material that failed.

The WATCHDOG WATERPROOFING warranty offers an extra advantage, too. It can be transferred to another owner – so it may increase your home's resale value if you decide to move during the next decade.



Talk to your builder about WATCHDOG WATERPROOFING.



Your builder will be glad to meet your request for genuine basement waterproofing. Be sure to ask for the fierce protection of WATCHDOG WATERPROOFING by

name. Or for more information, visit our Web site at WATCHDOGWATERPROOFING.com/Canada.

*Visit WATCHDOGWATERPROOFING.com/Canada for complete warranty details.

RELIABLE