



Joel Benway
847-999-2019
jbenway@aknightcompany.com

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**KNIGHT CELOTEX ANNOUNCES SOUNDSTOP[®] FIBERBOARD
UNDERLAYMENT IS GREEN AND NOW AVAILABLE ONLINE**

Low cost, environmentally friendly, easily available

NORTHFIELD, IL - Knight-Celotex, the world leader in fiberboard technology, today announced their SoundStop[®] sound deadening underlayment product is all-natural and now available via the newly launched website www.soundstopunderlayment.com.

When compared to other flooring underlayment options, SoundStop[®] Underlayment is an organic product offering excellent sound testing results.

Composed of bio-based, pre-consumer content (wood chip or sugarcane fibers), and utilizing a binding agent consisting of natural vegetable starch, SoundStop[®] Underlayment is composed of 93% natural materials.

By achieving impact isolation class (IIC) ratings of 57, SoundStop[®] Underlayment effectively deadens footfall noise on hardwood or laminate floors as well as sound transfer between rooms. SoundStop[®] Underlayment is easily installable over a typical floor system or a concrete slab, with the flooring being laid directly over the underlayment.

“SoundStop Underlayment provides the consumer a quality underlayment product with quality results” said Amy Smith, director of marketing. “The fact that our underlayment is truly a green building product sets us apart from the competition and offers more benefits at a lower cost.”

Perfect for multi-family dwellings, condos, offices or high-rises, SoundStop[®] Underlayment offers superior performance at a low cost while maintaining its all-natural composition, making it the simple choice for any homeowner, contractor or installer.

Site forman Justin Lewellyn recommends the product: “SoundStop[®] Underlayment solves my customers’ noise problems and adds great value at a low price. I know the job will be a success the first time.”

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The demand for green building products is on the rise. Builders and architects need to meet building codes and consumers are becoming more environmentally aware and product savvy.

Homeowners are interested in sound deadening flooring underlayment options but can't afford the high costs of premium products currently on the market.

Knight-Celotex SoundStop[®] Underlayment offers a cost-effective, environmentally friendly sound deadening option for homeowners and builders.

Knight-Celotex is headquartered in the Chicago suburb of Northfield, IL. The company is the world's leading manufacturer of fiberboard products for residential and commercial construction. Knight-Celotex brands include SoundStop[®] Sound Deadening Wall Systems, SturdyBrace[®] structural sheathing, Premium Wall Sheathing, Structodek[®] commercial roofing products, and Flexcell[™] Expansion Joint Filler. Knight-Celotex manufacturing facilities are located in Danville, VA, Lisbon Falls, and Sunbury, PA.

Specific test results or installation information is available by calling 1-800-596-9699 or visit www.SoundStopUnderlayment.com

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