



FOR IMMEDIATE RELEASE

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PrimeSource Building Products Unveils Innovative Grip-Rite MORE™ Backer Board and Underlayment Nationwide

IRVING, Texas – PrimeSource Building Products, Inc., a leader in building materials distribution, announces the launch of Grip-Rite MORE, an eco-friendly, magnesium oxysulfate tile backer board and underlayment.

The advanced composition of Grip-Rite MORE is free from VOCs, quartz silica dust, and other toxic chemicals—making it a healthier choice for installers and occupants alike. Plus, production of Grip-Rite MORE Backer Board and Underlayment results in 60% less carbon dioxide emissions when compared to traditional portland cement boards.

“We are excited to bring a premium, environmentally conscious solution to the market,” said Kathleen Harvey, senior product manager at PrimeSource Building Products. “Our 50-year commitment to innovation continues with the launch of Grip-Rite MORE.”

Grip-Rite MORE is designed for use as a tile backer board and underlayment in moisture-prone areas for both residential and commercial applications and is ICC-ES certified, ensuring compliance with industry-leading standards. Grip-Rite MORE is fire-resistant with an ASTM E84 Class A Fire Rating, along with exceptional test performance in mold/mildew resistance, shear bond and flexural strength.

Key Features & Benefits:

- **Lightweight:** Lighter than leading portland cement backer boards.
- **Eco-Friendly:** Free from VOCs, quartz silica, and other harmful chemicals
- **Water Resistant:** Designed to resist damage and mold growth from long-term water exposure
- **Fire Resistant:** Achieves a Flame Spread and Smoke Developed Index of 0
- **Durable:** High flexural strength and impact resistance
- **Code Compliant:** Meets the latest IBC and IRC standards for building safety and performance

Grip-Rite MORE™ is available now through PrimeSource Building Products expansive dealer network, which may be found on grip-rite.com. For more information, contact Brett Gerrish at 312-565-0044, ext. 1136 or at bgerrish@agencyinmotion.com.

About PrimeSource Building Products

PrimeSource Building Products is a specialty branded building products company with a portfolio including fastening solutions, building materials, and outdoor living products serving residential and commercial new construction and remodeling customers. Home to the Grip-Rite®, Pro-Twist®, Wolf Home Products®, and other premier building products brands, PrimeSource leverages worldwide sourcing capabilities and fulfillment centers nationwide to supply products for construction, including: collated fasteners, tools and accessories, hand-drive screws and nails plus insulation, roofing and gypsum materials, perimeter security accessories, decking, railing and trim, among others. For more information, please visit www.primesourcebp.com or call 800-676-7777.

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