



## Sherman Interiors

Atlanta, Georgia



### When Faster is Also Better — Backer Board Technology Builds Tile Installation Profits

There are two simple ways to boost tile installation margins: install the job more quickly, and make sure it stays where you put it. One cuts labor costs and the other cuts callbacks. Tony Sherman, president of Sherman Interiors, a large Atlanta area tile contracting firm, says he does both with the backer board he uses. It's acrylic-coated DensShield® Tile Backer from Georgia-Pacific, and there's not a speck of cement in it. "Tile installation callbacks average about \$200, which chews up profits in a hurry," said Sherman. "They also damage the reputation you rely on to attract business." When Sherman's firm — Sherman Interiors, Inc. — switched from cement backer board to DensShield, his backer-board related callbacks dropped to zero.

"More than 70 percent of tile callbacks come in the first year, when the job is under warranty," Sherman said. "Using the right backer board can help eliminate a lot of them."

#### **Trouble-free installation in over 6,000 houses**

Sherman is in a position to appreciate the business impact of tile backers. His company keeps crews busy with residential and commercial installations using a wide range of ceramic tile and stone. High volume gives Sherman a lot of job experience for making comparisons. "I've put DensShield in thousands of houses. Some of the installations are over fifteen years old now, so we can really see the difference."

#### **Built-in moisture protection cuts callbacks**

"I saw a lot of callbacks with cement backer board," Sherman said. "Wicking problems were the worst. Cement board soaks up water like a gray sponge. Wicking is almost non-existent with DensShield."

DensShield Tile Backer blocks moisture with a heat-cured acrylic coating reinforced by an embedded glass mat that completely seals the core. That prevents moisture intrusion into the wall cavity that can cause mold and mildew growth and fastener corrosion. DensShield, with its fiberglass mat design, has been shown to provide the highest level of mold and mildew resistance of any backer board on the market when tested in accordance with ASTM D 3273.

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### Flexibility stops cracking in floors

With new tile floors, settling can be a problem, according to Sherman. "Cement board isn't forgiving. It's too rigid. When new structures settle, the only places cement board can give are the seams between the sheets. The movement telegraphs through to the back side of the tile and cracks it."

Sherman added, "DensShield® Tile Backer flexes enough to let the house settle without breaking the seams between sheets. With DensShield, there are zero cracks from settling."

### Bigger, lighter boards shrink installation time

"DensShield also cuts backer board installation time by 40 percent versus cement board," said Sherman. "We prefer DensShield panels' 4'x 5' size since we can save time by gaining five more square feet every time we install a panel as opposed to a typical 3'x 5' cement board panel. And we can move faster because DensShield Tile Backer weighs about one-third less than cement board." A 4'x 5' panel of DensShield weighs five pounds less than a 3'x 5' cement board panel.

"DensShield speeds installation other ways too," he added. "You don't need to install a separate moisture barrier. It's available in thicknesses that transition easily to other wall materials. Score-and-snap cut-outs are easy with a standard utility knife, and it doesn't make a gritty mess that will scratch fixtures. All of that adds up to major cost savings when using DensShield as compared to cement board.

"DensShield Tile Backer has made a real financial impact on my business," Sherman concluded. "I use it anywhere we install tile."

U.S.A. – Georgia-Pacific Gypsum LLC  
Canada – Georgia-Pacific Canada LP

#### Sales Information & Order Placement

U.S.A. Midwest: **1-800-876-4746**  
West: **1-800-824-7503**  
South: **1-800-327-2344**  
Northeast: **1-800-947-4497**

CANADA Canada Toll Free: **1-800-387-6823**  
Quebec Toll Free: **1-800-361-0486**

#### Technical Information

Georgia-Pacific Gypsum Technical Hotline  
U.S.A. and Canada: **1-800-225-6119**  
[www.gpgypsum.com](http://www.gpgypsum.com)



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**HANDLING AND USE—CAUTION** This product contains fiberglass facings which may cause skin irritation. Dust and fibers produced during the handling and installation of the product may cause skin, eye and respiratory tract irritation. Avoid breathing dust and minimize contact with skin and

eyes. Wear long sleeve shirts, long pants and eye protection. Always maintain adequate ventilation. Use a dust mask or NIOSH/MSHA approved respirator as appropriate in dusty or poorly ventilated areas.

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