

Project Profile



USG DUROCK® Cement Board Next Gen

Name:

40-unit apartment building near
Wayne State University

Location:

Detroit, Michigan

Subcontractor:

Sonny's Tile

Distributor:

Virginia Tile Company

Featured Product:

USG DuRock® cement board Next Gen

USG Sales Rep:

Jim Messer

durocknextgen.com
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Weight Matters When the Job Has Lots of Ups and Downs

All it took was a few flights of stairs for the crew of commercial tile contractor Sonny's Tile to notice a major benefit when using USG Corporation's next generation of DuRock® cement board. Without compromising the outstanding tile bond performance professionals have expected from DuRock for more than 25 years, DuRock cement board Next Gen features advanced USG cement technology that reduces the board's weight by up to 25 percent and makes the next generation of DuRock cement board the lightest cement board available.

Sonny's Tile, which works with marble, granite, tile and slate, has used DuRock cement board for 15 years. President Tom Kowalski even installed the product in his own home. The firm first used DuRock cement board Next Gen on a three-story, approximately 40-unit apartment building near Wayne State University in Detroit. They installed about 200 sheets of 1/2"x3'x5' DuRock cement board in the building's showers, bathroom floors, some kitchens and the 500-square-foot lobby area.

"None of us are getting any younger," Kowalski says. "It can be heavy hauling 40 or 50 sheets and you don't realize how heavy until those sheets are a little lighter. It does make a difference, especially in a building with three flights of stairs. That's a lot of walking."

Kowalski continues, "Even though it's lighter, Next Gen is still a very good product. Nothing was taken away from the board. It still has the same texture."

Another benefit Kowalski's crew noticed was the new DuRock cement board was easier to cut. That confirms results from Ducker Worldwide, a comprehensive market research firm that conducted field trials before the product's launch late last year. The Ducker study found contractors needed to score next generation of DuRock cement board only once, not the two or more scores typically required with existing fiber or cement boards.

The Sonny's Tile crew also found the Next Gen's edges held better after fastening, another validation of the Ducker field trials. During the Ducker study, when fastening, contractors noticed a dramatic improvement in their ability to drive in and set screws, and with the next generation of DuRock cement board's improved board composition, testers noticed the fastening was easier along the board's edges and ends, too.

"In the construction business anything that can make your day a little easier helps. Something a little lighter, cuts easier, screws in a little better—that makes the job easier and more efficient," Kowalski explains. "I'm a firm believer that is what technology is all about—to make your life easier."

Aside from being lighter and easier to use, DuRock cement board Next Gen produces less waste during installation and has a water-resistant core for outstanding moisture and mold resistance.

Like most industries today, the construction sector faces unprecedented economic challenges. The pressure for increased productivity and efficiency, whether at the commercial or residential job site, has never been greater. The next generation of DuRock cement board demonstrates the ongoing commitment of USG in anticipating customer needs for lighter, high-performing and increasingly durable building materials.

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