



## Georgia-Pacific Gypsum DensElement® New Product Launch



### Situation

A leading innovator in exterior wall systems, Georgia-Pacific (GP) Gypsum developed the first and only sheathing barrier system that provides a built-in water-resistive and air barrier while still maintaining high vapor permeability. GP named it the DensElement Barrier System.

### Challenge

Kleber & Associates was asked to help launch this breakthrough product by first convincing influential architects, engineers and contractors to consider switching from their established sheathing product to GP's new technically improved offering. The campaign had to reach the right customers, inform them, inspire them and persuade them to adopt the new technology.

### Approach

K&A was challenged to match the product's radically different approach with an equally radical creative and compelling promotional campaign. This challenge was met when K&A seized upon an analogy linking the product's "breathable and sweating" properties to human skin. In giving the DensElement Barrier System more of a human

touch, the campaign strategically disrupted a marketplace full of commonplace graphics with distinctive cutting-edge imagery.

In addition to media planning, the campaign elements included print and banner ads, pre-launch teaser postcards, landing pages, teaser and launch videos, digital and print event invitations, booth designs/displays, and more.

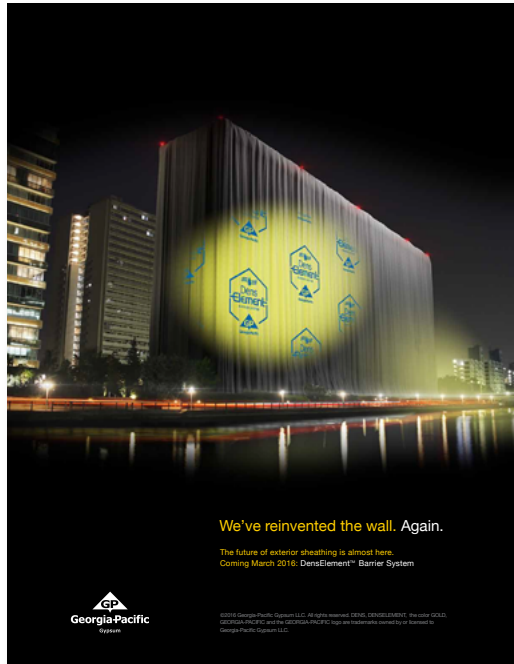
### Results

Soon after the rollout of K&A's awareness campaign and trade show kick-offs, the DensElement Barrier System quickly garnered acceptance from design-build professionals across the U.S. So much so that the system currently is being used in sports, education, healthcare, office and residential construction projects in more than 23 states.

For its work on the campaign, K&A won "Best in Class" in Architectural Record's Excellence in Advertising competition. We also won the Grand Prize in the prestigious MAX Award (Marketing Award for Excellence), beating out other prominent companies such as Chick-Fil-A, Delta Airlines, Arby's and The Home Depot.



## Georgia-Pacific Gypsum DensElement® Teaser Ad, Pre-Show Postcard & Sales Event Invitation



## Georgia-Pacific Gypsum DensElement® Campaign Ads

**A better barrier that installs faster.  
It's about time.**



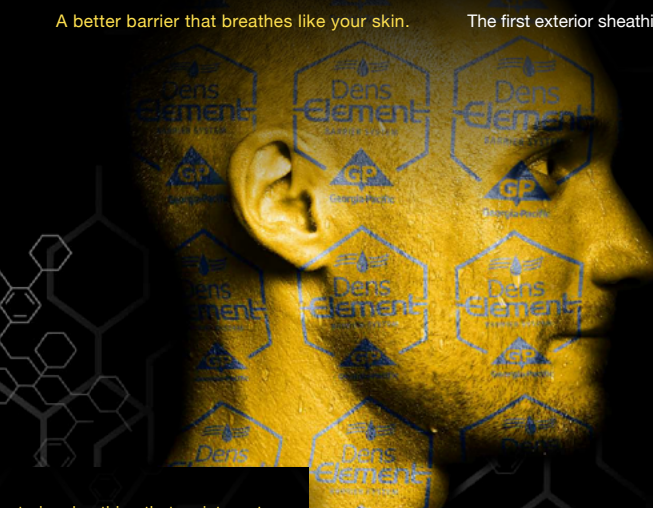
**The WRB-AB system that never misses a deadline.**  
Introducing the new, patent-pending DensElement™ Barrier System with AquaKOR™ Technology. It's the first water-resistive and air barrier (WRB-AB) system to eliminate an entire step in the traditional commercial building WRB-AB installation process. No more building wrap. No more fluid-applied WRB-AB over the sheathing face. That equals one less trip around the building. Finish faster... visit [DensElement.com](http://DensElement.com)

PROSOCCO R-Quat FastFlash, a liquid flashing membrane, is approved for use with the DensElement™ Barrier System.

**PROSOCCO**

**Georgia-Pacific**  
Gypsum

**A better barrier that breathes like your skin.**      **The first exterior sheathing system with a brain.**




**A wall that breathes? Smart thinking.**  
The new, patent-pending DensElement™ Barrier System with AquaKOR™ Technology – the first wall system of its kind to provide a built-in water-resistive and air barrier while still maintaining high vapor permeability... pretty smart, right? Breathe easier. visit [DensElement.com](http://DensElement.com)

PROSOCCO R-Quat FastFlash, a liquid flashing membrane, is approved for use with the DensElement™ Barrier System.

**PROSOCCO**

**Georgia-Pacific**  
Gypsum

**A new exterior sheathing that resists water and breathes like your skin? No sweat.**



**Breathe easy with the new DensElement™ Barrier System.**  
Introducing patent-pending DensElement™ Barrier System with AquaKOR™ Technology – the revolutionary new wall system that provides a built-in water-resistive and air barrier while still maintaining high vapor permeability. Finally, it's no sweat to build a better wall. Visit [DensElement.com](http://DensElement.com)

PROSOCCO R-Quat FastFlash, a liquid flashing membrane, is approved for use with the DensElement™ Barrier System.

**PROSOCCO**

**Georgia-Pacific**  
Gypsum

**Georgia-Pacific Gypsum DensElement®**  
**Animated Banner Ad Campaign**



**Audience:**  
**Architects + Engineers**



**Branded Booth** for American Institute of Architects (AIA) Show 2016

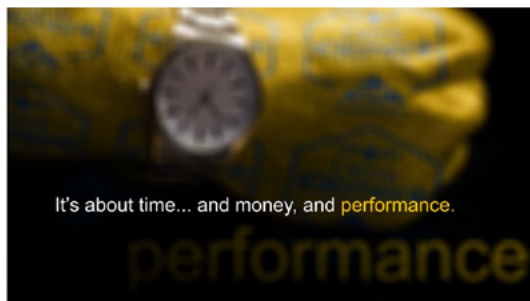







## Georgia-Pacific Gypsum DensElement®

Teaser/Architect's Video

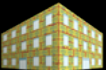


Georgia-Pacific Gypsum DensElement®  
Tradeshow Graphic






with AquaKOR™ Technology



**Work Faster. Skip a Step.**

Completely eliminate an additional water-resistive and air barrier (WRB/AB) over the face of in a sheathing. No building wrap, fluid-applied liquid membranes or peel-and-stick membranes required.

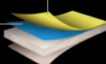
**PRODUCED** TruGuard® FluidGuard™ is liquid building, is approved for use with the DensElement® Barrier System.



**Moisture Forgiveness**


With its high permeability, the system mitigates the risk of damage from moisture build up in the wall cavity and helps prevent against mold growth.

**Revolutionizing the Water-Resistive and Air Barrier System**



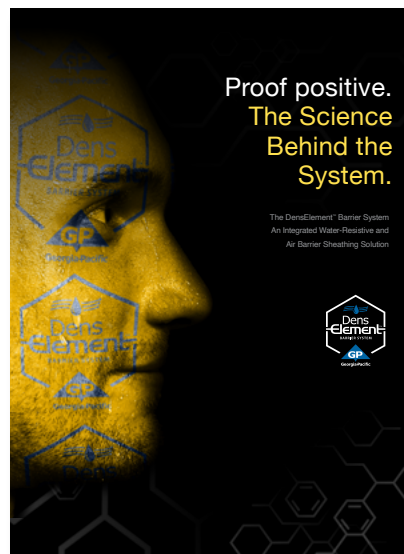
**The Science: AquaKOR™ Technology**

The patent pending science behind the system. The dense construction excels in rigorous lab and field testing.



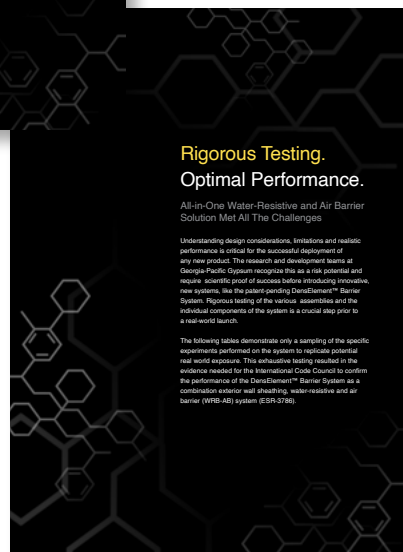


## Georgia-Pacific Gypsum DensElement® Brochure for Architects and Engineers



### Proof positive. The Science Behind the System.

The DensElement® Barrier System  
An Integrated Water-Resistive and  
Air Barrier Sheathing Solution

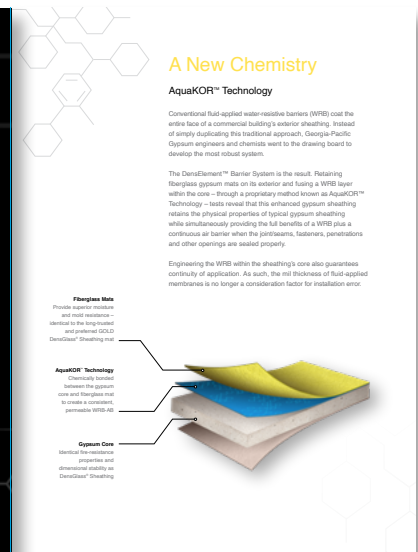


### Rigorous Testing. Optimal Performance.

All-in-One Water-Resistive and Air Barrier  
Solution Meet All The Challenges

Understanding design considerations, limitations and realistic performance is critical for the successful deployment of any new product. The research and development teams at Georgia-Pacific Gypsum recognize this as a risk potential and require scientific proof of success before introducing innovative, new systems, like the patent-pending DensElement® Barrier System. Rigorous testing of the various substrates and the individual components of the system is a crucial step prior to a real-world launch.

The following tables demonstrate only a sampling of the specific experiments performed on the system to replicate potential real-world exposure. This exhaustive testing resulted in the evidence needed for the International Code Council to confirm the performance of the DensElement® Barrier System as a combination exterior wall sheathing, water-resistive and air barrier (WRB-AB) system (ICC-308).



### A New Chemistry

#### AquaKOR® Technology

Conventional fluid-applied water-resistive barriers (WRB) coat the entire face of a commercial building's exterior sheathing. Instead of simply duplicating this traditional approach, Georgia-Pacific Gypsum engineers and chemists went to the drawing board to develop the most robust system.

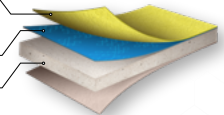
The DensElement® Barrier System is the result. Retaining Rangesium gypsum made on its exterior and having a WRB layer within the core – through a proprietary method known as AquaKOR® Technology – tests reveal that this enhanced gypsum sheathing retains the physical properties of typical gypsum sheathing while simultaneously providing the full benefits of a WRB plus a continuous air barrier when the penetrating, blistering, penetrations and other openings are sealed properly.

Engineering the WRB within the sheathing's core also guarantees continuity of application. As such, the mil thickness of fluid-applied membranes is no longer a consideration factor for installation error.

**Flangeside Note**  
Provides superior resistance and seal resistance – identical to the long-trusted and proven Dens-Guard® Sheathing Panel

**AquaKOR® Technology**  
Chemically bonded between the gypsum core and flangeside mat to create a consistent, permeable WRB-AB

**Gypsum Core**  
Identical for resistance properties and dimensional stability as Dens-Guard® Sheathing





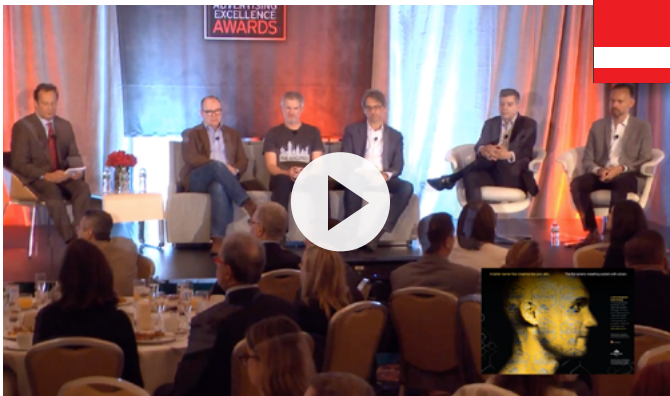
## Georgia-Pacific Gypsum DensElement®

Branded Booth for American  
Institute of Architects  
(AIA) Show



### Grand Prize: MAX Award (Marketing Award for Excellence)

presented by the Department of  
Marketing at Georgia State University's  
Robinson College of Business and  
the Atlanta Business Chronicle



## Georgia-Pacific Gypsum DensElement®

Architectural Record  
recognizes Kleber & Associates  
as Best in Class

Architects' Judging Panel: Awards Jury  
Round-table Video/Ad Review