



The benefits of *SoftWall Finishing Systems* include mold and mildew prevention, 85% acoustic efficiency, and clean, fast installation.

# SoftWall

by Mitch Allen

Now that the crisp, fall leaves are covering our patios and the first dusting of snow has reclaimed our new fire pit, it's time to turn our attention away from the great outdoors and focus on interior home improvement projects. After all, that's where we're going to spend the next five months or so. This is the time of year when many homeowners begin planning interior remodels, especially new basements, where large amounts of square footage can be affordably transformed into stunning living spaces. Popular projects include billiard

rooms, home theaters, man caves, wine cellars, gyms, music rooms and more. But if you're considering an interior remodel, put away the drywall, tape, mud and sandpaper.

That's so last century. The home construction and remodeling industries are quickly embracing drywall alternatives, and leading the way is the local company *SoftWall Finishing Systems*, which offers a newly patented product featuring one-inch, six-pound fiberglass panels wrapped in a wide selection of fabrics in more than 2,000 different colors, including gorgeous micro-suedes—at a cost that is as affordable as drywall.

Although the system is ideal for residential

projects, *SoftWall* has plenty of commercial applications, too. You'll find it in office buildings, lobbies and hotels. In fact, it's become so popular that the innovative start-up caught the attention of the Cleveland-based Great Day Improvements, which purchased *SoftWall Finishing Systems* in October. The same company acquired the legendary Patio Enclosures brand in January of this year.

**Cleveland-based Great Day Improvements purchased *SoftWall* in October. The same company acquired Patio Enclosures in January.**

"*SoftWall Finishing Systems* is a perfect addition to our other diverse home improvement offerings," explains Steve White, the Managing Director of Great Day Improvements, whose company also offers sunrooms, replacement windows and doors, awnings, aluminum fencing and more, including home energy audits and associated products, like radiant barrier insulation, window films and solar shades.

"If a homeowner is doing a remodeling

project, we want to be a part of it," Steve adds. "Many of our products are seasonal. *SoftWall* gives us a full complement of year-round home improvement offerings."

**The Same Cost as Drywall**

So how can these gorgeous, durable, low maintenance, and virtually acoustically perfect panels cost no more than a typical basement remodeled with drywall?

The answer is in the installation. "Our panels are more expensive than a sheet of drywall," Steve admits. "There's no question about that. But the money you save in installation time offsets the cost of materials. In other words, *SoftWall Finishing Systems* can be installed easily, quickly and cleanly with very low labor costs. The value of the product stays in your home; labor costs do not."

If you've ever installed drywall, then you know this tedious process: Nail up the drywall. Apply the tape and mud. Let dry for days. Sand. Apply more mud. Let dry for more days. Sand again. Prime. Let dry. Paint. Let dry. The process can take over a week and at the same time your furniture becomes covered in dust from all that sanding.

**Why *SoftWall*?**

In addition to simply looking gorgeous, the benefits of the *SoftWall Finishing System* include mold prevention, sound absorption,



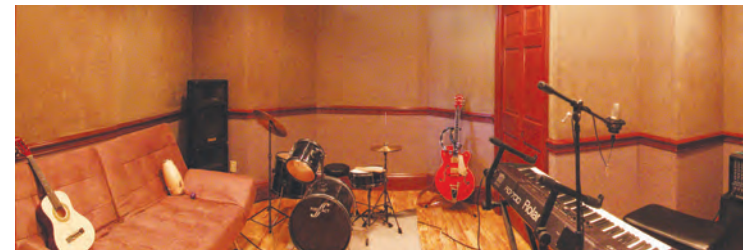
Homeowners can enjoy the luxurious look and feel of *SoftWall Finishing Systems* for the same price as traditional drywall.



Businesses are now using *SoftWall Finishing Systems* to create warm, quiet work environments for their employees. The panels come in 2,000 different colors.

# 101

Here's everything you need to know about this revolutionary alternative to drywall.



Many basements feature a space for homeowners to indulge in their favorite hobbies, like home gyms, wine cellars and music rooms.

added insulation, easy removal for access to grade walls, plus low labor costs and fast installation. In fact, you can often enjoy your new basement in just two weeks.

According to SoftWall founder John Rodeman, who serves as the newly-acquired company's general manager under Great Day Improvements, using the SoftWall system in basement remodeling projects has become one of the fastest growing trends in the home improvement industry. "Basements—space that homeowners have already paid for—can be easily and affordably transformed into a favorite living area, providing a luxurious and relaxing escape for families, especially during Ohio's harsh winters," he says.

Few homeowners realize it, but drywall developed as a cheap alternative to the lathe and plaster wall system popular in the first half of the 20th century. It was never meant to be used below-grade. How the SoftWall system eliminates mold growth is simple: Remove the food source that stocytobrus (black mold) eats and you have no mold. And because black mold feeds on cellulose (wood and paper products), experts are now saying that using wood studs, paper bat insulation and drywall—which is made with double-sided paper—is

like spreading out a banquet for mold.

"Eliminating mold is certainly a primary concern," John explains, "but the byproducts

**"The fabric covering the fiberglass panels is a cutting-edge, finely woven polyester material made from recycled pop bottles."**

of our system include better insulation, easy removability if you need to fix a leak or get to a valve, a wonderful rich appearance, and improved sound absorption.

"Typical drywall absorbs 5% of sound and returns 95% to the room. That's why a large room in the average home can have such terrible sound distortion. But our SoftWall panels are 85% acoustically perfect. That's ideal for home theaters, hotels and home offices where you don't want to be distracted."

John adds that an inexpensive surround sound system in a room built with SoftWall panels can perform as well as an expensive, high-end sound system in a room built with traditional drywall.

SoftWall panels not only eliminate mold (reducing allergies and a host of respiratory

problems) they provide an excellent insulation factor and are completely removable. "You can remove a panel in minutes," John assures, "and replace it just as quickly."

The fabric covering the fiberglass panels is a cutting-edge, finely woven polyester material made from recycled pop bottles, so they're durable, stain resistant and environmentally friendly. And the micro-suede fabric looks and feels like genuine suede. "Many homeowners spend a fortune in drywall and painting techniques to achieve the look of faux suede," John explains. "Yet for the same investment you can have a wall system that is soft, warm and luxurious—just like suede."

The best way to discover if SoftWall Finishing Systems panels are right for your home or office remodeling project is to call for a free in-home consultation. The company offers professional design services at no additional charge and all SoftWall systems come with a 10-year warranty.

SoftWall panels are custom manufactured locally from materials made in the United States.

*For more information about SoftWall Finishing Systems or to schedule a free in-home design consultation, please call 800-230-8301.*



**Try SoftWall and Save \$500**

From now through December 17, 2011, *SoftWall Finishing Systems* is offering \$500 off the cost of any residential home improvement project featuring the SoftWall system.

For information or to schedule a no-obligation in-home design consultation, please call 800-230-8310.