

OWENS CORNING
ONE OWENS CORNING PARKWAY
TOLEDO, OHIO, USA 43659
419.248.8000

News

For Immediate Release



Media Contacts:

Owens Corning
Kerry Desberg
+1 419 248 5939
kerry.desberg@owenscorning.com

EMG
Alan Flower
+31 164 317 025
aflower@emg.nl

Owens Corning Introduces AdVeil™ Non-Woven Glass Veil with Breakthrough Technology that Enhances the Performance of Cushion Vinyl Flooring

Pre-Filled Non-Woven Glass Veil Reduces Plastisol Use by up to 30 percent, Improves Production Efficiencies and Provides Smoother Surfaces

Toledo, OHIO U.S.A. March 24, 2009 – Global composite solutions and building materials leader Owens Corning (NYSE: OC) today announced the development of AdVeil™ non-woven glass veil incorporating a new technology that brings cost and production benefits to the cushion vinyl (CV) flooring industry. Based on the company's patented Advantex® glass technology, *AdVeil* glass veil is supplied pre-filled with a proprietary inorganic formulation that reduces plastisol use up to 150 grams per square meter – a savings of up to 30 percent compared to conventional non-woven glass veil offered in the marketplace. Other attributes of the product, which will initially be available in Europe, include:

- The same thickness as standard veil, but a weight of 180 grams vs. 40 grams, making it less sensitive to creasing in the manufacturing process
- An improved smooth-surface base for the design layer, significantly reducing the risk of printing defects and improving design quality

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- Mechanical and dimensional stability
- High thermal stability

“AdVeil glass veil not only provides cushion vinyl flooring manufacturers with a product that helps reduce raw material use and costs with only minor production modifications, it also allows them to deliver an enhanced product to their customers that improves their production efficiencies and end product,” said Jean-Jacques Michat, Western Europe flooring sales leader, OCV™ Non-Woven Technologies.

Underpinning the commercial and production advantages of AdVeil glass veil is its environmental profile, which fits with the increasingly tough demands from the flooring industry and consumers. AdVeil glass veil is manufactured with Advantex glass fibers, which are produced using Advantex glass furnace technology in a boron-free process, which when compared to traditional E-glass manufacturing technology results in up to a 90 percent reduction in fluoride emissions, more than 85 percent reduction in particulate emissions, and more than 65 percent reduction in nitrogen oxide emissions. Advantex technology is more energy efficient than traditional E-glass, resulting less demand for fossil fuels and lower carbon dioxide emissions.

Illustration caption:

Owens Corning AdVeil™ non-woven pre-filled glass tissue reduces plastisol consumption and offers greater production efficiency and improved surface aspect for cushion vinyl flooring.

About Owens Corning

Owens Corning (NYSE: OC) is a leading global producer of residential and commercial building materials, glass fiber reinforcements and engineered materials for composite systems. A Fortune 500 company for 54 consecutive years, Owens Corning is committed to driving sustainability through delivering solutions, transforming markets and enhancing lives. Founded in 1938, Owens Corning is a market-leading innovator of glass fiber technology with sales of \$6 billion in 2008 and 17,000 employees in 26 countries on five continents. Additional information is available at www.owenscorning.com.

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 **NEW!**
**Owens Corning AdVeil™ Non-Woven
Glass Tissue For Cushion Vinyl Flooring**

- (A) Wear Layer
- (B) Printing on the 2nd PVC Coating
- (C) 1st PVC Coating
- (D) AdVeil™ Non-Woven Glass Tissue
- (E) Back Coating

