

In 2009, the construction industry was feeling the weight of the worst recession in decades. Home construction dropped by a staggering 79% in just four years, leaving businesses with little work to do and barely any hope on the horizon.



USG CREATED A SOLUTION

ONE THAT COULD LIFT EVERY ASPECT OF THE INDUSTRY.

For an industry desperate for some good news, USG created a revolutionary new lightweight gypsum wallboard that lifts the weight off the shoulders of those in every aspect of the industry. SHEETROCK® Brand UltraLight Panels are up to 30% lighter than traditional wallboard and provide greater strength pound-for-pound.

A CHANGE EVERYONE CAN FEEL

The introduction of SHEETROCK® Brand UltraLight Panels was more than just a product improvement. It marked the birth of a new category of lightweight drywall. One that could profoundly impact the businesses and lives of almost every segment of the construction industry.





The challenge was to get key audiences to understand that SHEETROCK® Brand UltraLight Panels marked the birth of a new category of lightweight wallboard. From contractors to installers and dealers to architects, USG wanted everyone in the industry to see that something incredible had happened.

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TO CARRY STANDARD DRYWALL WAS TO LITERALLY SHOULDER AN EXTRA ELEPHANT'S WORTH OF WEIGHT OVER THE COURSE OF A JOB. SO WE CREATED BIG, BOLD IMAGERY THAT DEFINED THIS PROBLEM BY ASKING, "IF YOU'RE NOT LIFTING SHEETROCK® BRAND ULTRALIGHT PANELS, WHAT ARE YOU LIFTING?" AND ALL OF IT WAS ANCHORED BY THE MANTRA "THE WEIGHT HAS BEEN LIFTED."





USG Didn't Just Create the First Lightweight Board.
USG CREATED THE FIRST LIGHTWEIGHT PORTFOLIO.



SHEETROCK® Brand UltraLight Panels 1/2"

Up to 30% lighter than standard 1/2" drywall, SHEETROCK® Brand UltraLight Panels weigh up to 24 pounds less per panel and are ideal for use in non-fire-rated applications.



SHEETROCK® Brand UltraLight Panels FIRECODE® 30

Optimized for non-rated and 30-minute fire-rated assemblies, SHEETROCK® Brand UltraLight Panels FIRECODE® 30 address changes to building codes and offer a choice previously unavailable to the construction industry.



SHEETROCK® Brand UltraLight Panels FIRECODE® X

SHEETROCK® Brand UltraLight Panels FIRECODE® X is the industry's first lightweight type X panel. Delivering commercial performance without the weight.

USG REDUCED THE WEIGHT AND THE ENVIRONMENTAL IMPACT

UP TO 33% MORE SHEETROCK® BRAND ULTRALIGHT PANELS
CAN BE LOADED ON A SINGLE TRUCK, RESULTING IN UP TO
A 25% REDUCTION IN TRANSPORTATION ENERGY USAGE
WHEN COMPARED TO STANDARD 5/8" TYPE X WALLBOARD
■ CONTAIN UP TO 98% RECYCLED CONTENT PER FTC
DEFINITION

REQUIRE LESS GYPSUM TO PRODUCE
QUALIFY AS A LOW VOC EMITTING MATERIAL
(MEETS CA 01350) ■ USE AS MUCH AS 16% LESS WATER THAN
STANDARD 5/8" TYPE X PANELS IN MANUFACTURING
MOST PLANTS RECYCLE ALL WATER EFFLUENT, RESULTING
IN ZERO EFFLUENT WATER DISCHARGE

THE RESULTS
ARE ALMOST AS ASTOUNDING AS THE PRODUCT

USG exceeded sales goals
by over 300% in year one.

300

USG achieved
five-year market
conversion goals
three years ahead
of schedule.

5

Overwhelming market
acceptance drove USG to
accelerate their national
distribution plan by 15 months.

15

USG is the first
to launch
a full lightweight
wallboard portfolio.


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WHEN USG LIFTED THE WEIGHT, AN ENTIRE INDUSTRY TOOK NOTICE

ADDY AWARDS 2012 CONSUMER OR TRADE PUBLICATION: BEST IN CATEGORY WEBSITE, INTERACTIVE MEDIA: BEST IN CATEGORY MIXED/MULTIPLE MEDIA: GOLD CONSUMER OR TRADE PUBLICATION: SILVER WEBSITE, INTERACTIVE MEDIA: SILVER ■ 2012 NORTH AMERICAN EFFIE AWARDS FINALIST ■ BMA TOWER AWARDS 2011 ANIMATION/MOTION GRAPHICS: GOLD NEW PRODUCT LAUNCH CAMPAIGN: GOLD PRINT AD CAMPAIGNS - 3 OR 4 COLOR CAMPAIGN UNDER \$200,000: GOLD TOTAL COMMUNICATIONS PROGRAM BETWEEN \$200,001-500,000: GOLD VIDEO PRODUCTION - SALES, PRODUCT OR CORPORATE: BRONZE WEBSITE OVER \$50,000: GOLD ■ COMMUNICATION ARTS 2011 PHOTOGRAPHY ANNUAL ■ CHICAGO INNOVATION AWARDS 2010 ■ BMA B2 AWARDS 2011 INTEGRATED MARKETING COMMUNICATIONS (BEST IN CATEGORY) ORIGINAL PHOTOGRAPHY PRINT ADVERTISING

■ B2B MARKETING AWARDS 2011 (INTERNATIONAL BUSINESS MARKETING - LONDON) BEST USE OF CREATIVE ■ CONSTRUCTION MARKETING ASSOCIATION SUPERSTAR AWARDS 2011 INTEGRATED CAMPAIGN: SUPERSTAR AWARD MARKETER OF THE YEAR - MIDWEST ■ PROFESSIONAL BUILDER AND PROFESSIONAL REMODELER 101 BEST NEW PRODUCTS FOR 2011 ■ THIS OLD HOUSE BEST NEW HOME PRODUCTS 2010 ■ THE HOME DEPOT AWARD FOR VENDOR OF THE YEAR AND MERCHANDISING INNOVATION OF THE YEAR (US AND CANADA) ■ ULE GOLD SUSTAINABILITY CERTIFICATION ■ GLOBAL GYPSUM MAGAZINE PRODUCT OF THE YEAR ■ BEST NEW PRODUCT AT LMC SHOW ■ FAST COMPANY'S "ONE OF THE COOLEST PRODUCTS FROM THE 2010 CHICAGO INNOVATION AWARDS."



From introducing SHEETROCK® nearly a century ago to creating the first shaft wall system, USG has a long history of creating groundbreaking products that have revolutionized the building industry.

And by creating this portfolio of lightweight building products at a time when the industry needed a lift, USG has firmly established itself as not just The Leader in Lightweight Innovation™, but as an ally to the men and women throughout the world who take pride in construction and make it their lives.

USG IS NO LIGHTWEIGHT WHEN IT COMES TO INNOVATION.

THE INDUSTRY HAS SPOKEN

This innovation by USG not only lifted the weight, it also lifted people's spirits. Giving them hope that the future of construction will be lighter, more efficient, and in the end, a lot stronger.

"I wish this stuff was around 10 years ago when I was hanging drywall. It would have made life a lot easier."

– Project Manager

"The biggest change I've seen. The biggest advancement that I've seen in the 30-some years I've been doing this."

– Contractor

"It's shocking when you grab hold of it."

– Owner

"At the end of the day you can really tell that you've hauled less weight."

– Installer

"...improve gas mileage because a whole dump truck full of drywall that's 30% lighter is obviously going to improve their gas mileage."

– Project Manager

"Any time you can lift something that is 70 lb. versus 105, it has to make a difference. And I think their production went up. And I think they're probably happier at the end of the day."

– Owner

"It's also easier on our workers to handle and maneuver around."

– Supervisor

"The installers are real excited about it 'cause it's easier on 'em. Takes less time. It's lighter and everybody loves lighter board."

– Dealer

"With this board, I work faster, longer and more easy. It's better."

– Installer

"It's a lot less strain on the guys' backs, and it's safer all the way around."

– Job Foreman

"I don't feel like I'm tired after using the board all day."

– Installer

"It's got all the great characteristics of any USG product. With the added benefit of it being lightweight."

– Project Manager

"The lighter product benefits the worker because he can lift more, work faster, and work longer. It benefits the subcontractor because his crew is getting more done in less time."

– Drywall Subcontractor

"This stuff feels stronger than the other stuff, even though it's so much lighter...I don't know how they did it."

– Contractor

