

**Pushing the Envelope to  
Protect What's Important**



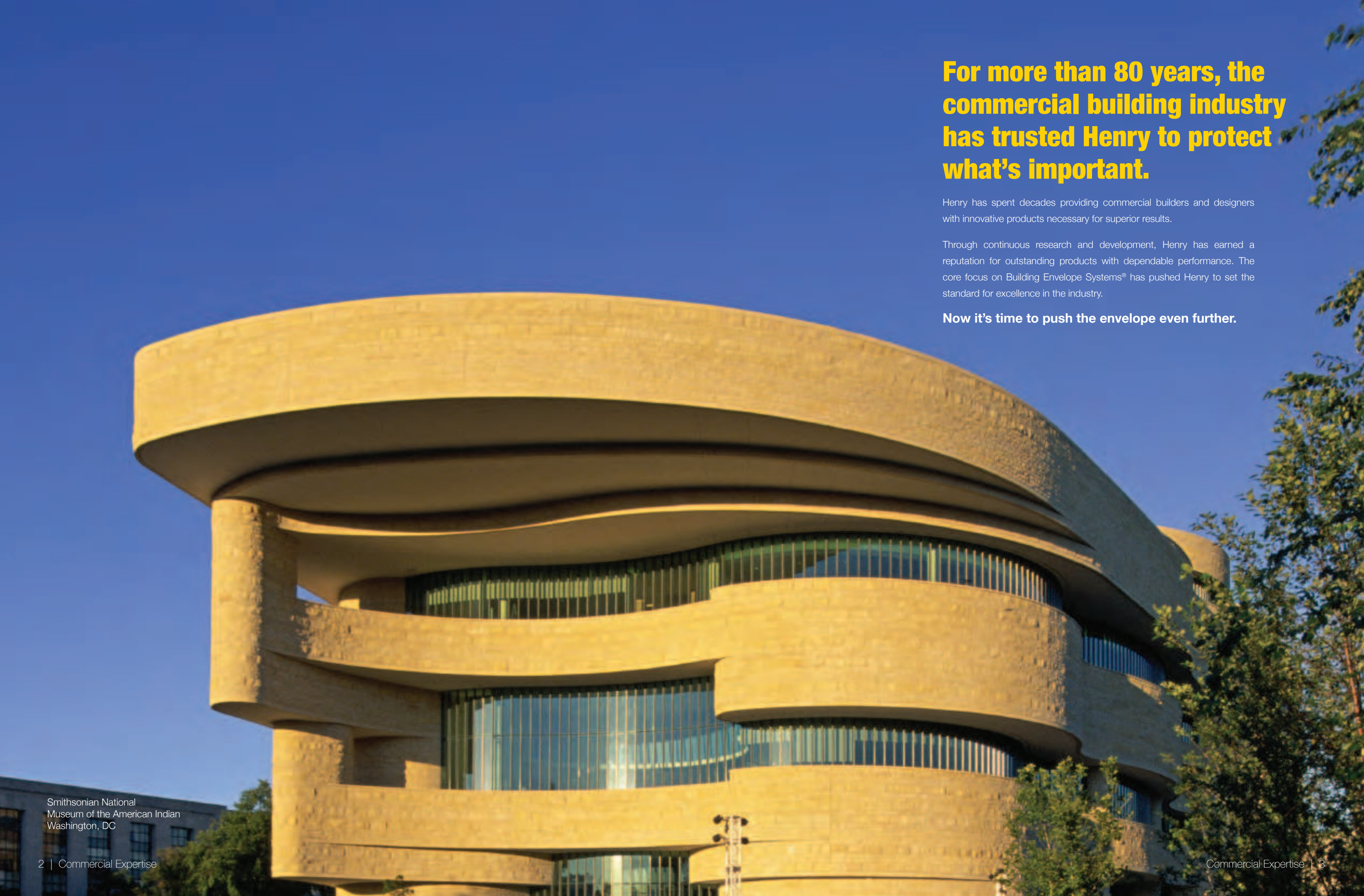
ROOF



WALL



FOUNDATION



**For more than 80 years, the commercial building industry has trusted Henry to protect what's important.**

Henry has spent decades providing commercial builders and designers with innovative products necessary for superior results.

Through continuous research and development, Henry has earned a reputation for outstanding products with dependable performance. The core focus on Building Envelope Systems® has pushed Henry to set the standard for excellence in the industry.

**Now it's time to push the envelope even further.**



## Henry brings commercial expertise home.

With the proven power of commercial technology, Henry brings a complete Residential Building Envelope System designed to protect more than the homes you build; we're protecting your reputation and your bottom line.



## The next generation of Building Envelope Systems delivers performance —and peace of mind.

The system includes Blueskin® VP100, the first self-adhesive, self-sealing weather barrier, complemented by a complete line of components exceeding expectations and helping to achieve superior performance only Henry can offer.

A home built today is still ahead of its time tomorrow.

Developed to provide outstanding control of water, vapor, and air flow in new homes, Henry's Residential Building Envelope System continues to do the job even when yours is finished. While easily overlooked, choosing a weather barrier system is one of the most important decisions you can make.

**ONLY  
HENRY**  
OFFERS A COMPLETE  
**SYSTEM**

## Build a weathertight reputation.

Trust is something to be earned, and you've worked hard to build a good reputation. Henry understands the value this has to your business.

Henry can help deliver on the promise of a weathertight home with an integrated system of high-quality products designed to protect your homes—and your reputation.



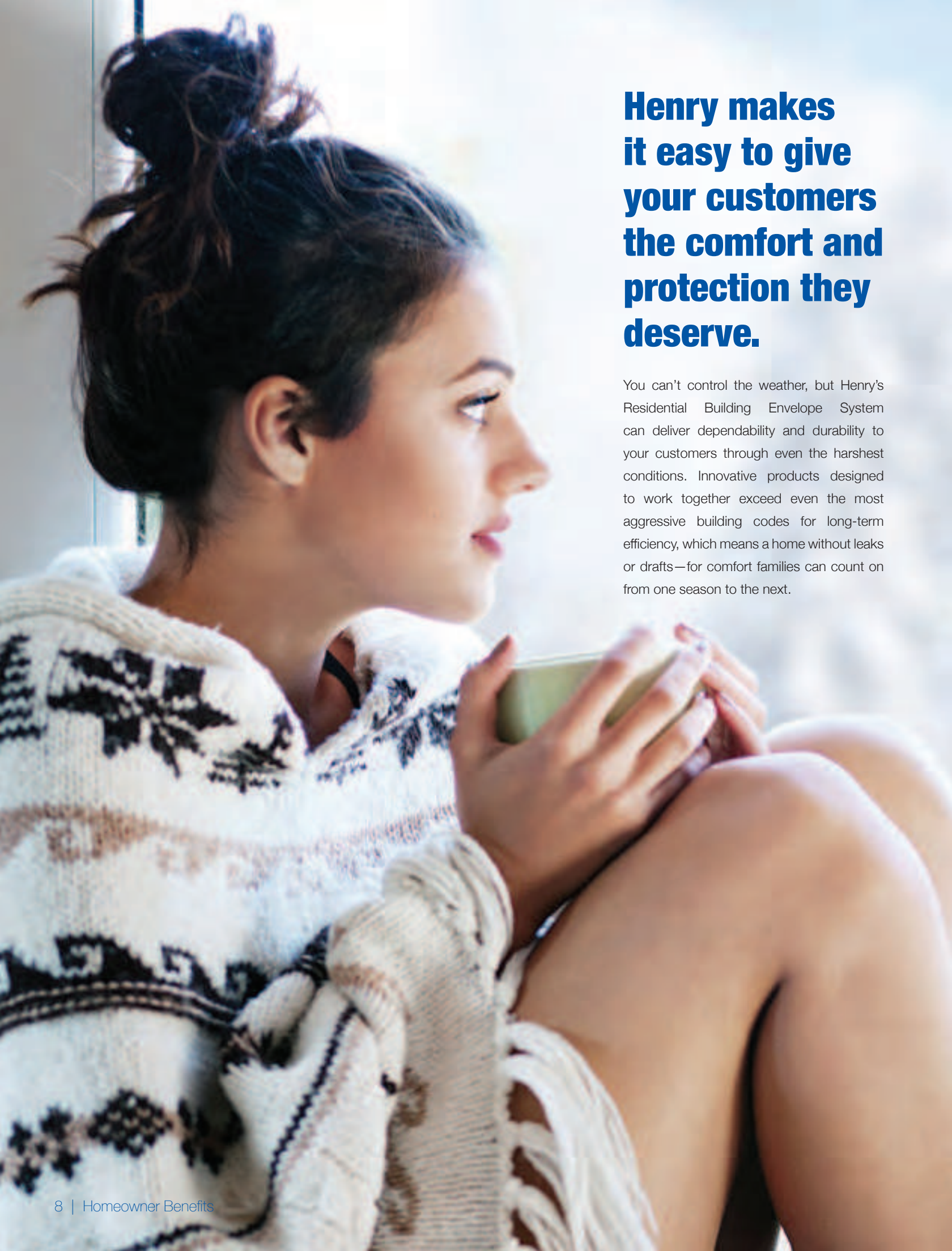
## A system that sets you apart from the competition.

It's not just the blue color that will turn heads.

All Henry systems have been designed with end use and long-term function at the core. Our unparalleled systems offer true waterproof protection, handling more than just bulk water—a critical detail you don't want to do without.

Combined with Henry's warranty, support, and training, it's worth taking a second look.

- Industry-first fully adhered continuous weather barrier that installs easily—no additional lap treatment necessary
- Industry-leading comprehensive warranty
- Broad distribution and technical support network so you get what you need when you need it
- Education and training to help you communicate the value and advantages of Henry to your customers
- A committed partnership with the leader in building envelope innovation
- Products designed to function in all weather conditions to keep you on the job



# Henry makes it easy to give your customers the comfort and protection they deserve.

You can't control the weather, but Henry's Residential Building Envelope System can deliver dependability and durability to your customers through even the harshest conditions. Innovative products designed to work together exceed even the most aggressive building codes for long-term efficiency, which means a home without leaks or drafts—for comfort families can count on from one season to the next.



## With the energy & cost savings they'll love.

Henry's Residential Building Envelope System helps achieve optimum code performance and energy efficiency. It allows HVAC and insulation systems to work smarter, not harder—for superior energy efficiency that adds up to cost savings through the years. By using Henry for your residential projects, you're using tomorrow's technology to help homeowners save money today.

Using Henry's Residential Building Envelope System, featuring Blueskin VP100, can reduce energy costs up to 50% when compared to using traditional house wraps alone. On average, homeowners see payback of their initial investment within four years.\*

**SAVE**  
**\$372**  
**ANNUALLY**  
**\$11,160**  
**30 YEAR AVG\***

\*Costs and savings based on 2013 Hot2000 Simulation, Denver, CO, for a two-story, 2,000 sq. ft. home and derived from actual blower door testing experience. Savings are derived from the increased air tightness only using national averages (source: www.eia.gov) as compared to traditional house wrap alone; actual results will vary depending on climate, weather, local energy cost, size of home, construction practices, HVAC system, lifestyle of the occupants, and other factors.\*



## **Underneath it all, a system of protection worthy of your most beautiful homes.**

Many decisions are required during the homebuilding process, often focusing on aesthetic features. Of course, a beautiful home is only as good as what's protecting it underneath. When you choose Henry's Residential Building Envelope System, you can rest easy, knowing that it's silently protecting, delivering the promise of a comfortable home for years to come.

# With Henry's great products and proven performance, True Blue® seals the deal.

The Henry True Blue Builder Program rewards loyalty with specialized incentives, continued education, and training that keeps you ahead of the competition.

Partner with the industry's leading Building Envelope manufacturer and gain exclusive access to a lifetime warranty that protects not just your homes, but your reputation too.



## REWARDS

### Builder Incentives

When your business grows, so does your satisfaction. The Henry True Blue Builder Program offers you many ways to boost your business and will continue to evolve and grow as you do.

- Valuable rewards that put cash back in your pocket
- Special promotions in appreciation of your continued loyalty
- Marketing support
- Qualified referrals
- Helpful communication and networking opportunities

## ASSURANCE

### Builder Support

Unmatched support ensures consistent performance through hands-on field training in proper installation.

- Eliminates callbacks
- Less rework
- Brand differentiation
- Industry-leading product protection
- Dedicated service line

## PROMISE

### Lifetime Warranty

Only Henry offers a complete Residential Building Envelope System, and only Henry True Blue Builders can offer the True Blue System Lifetime Warranty.

- Protects a homeowner's largest financial investment
- Provides lasting peace of mind
- Transferable to boost future resale value of the home
- Energy savings year after year

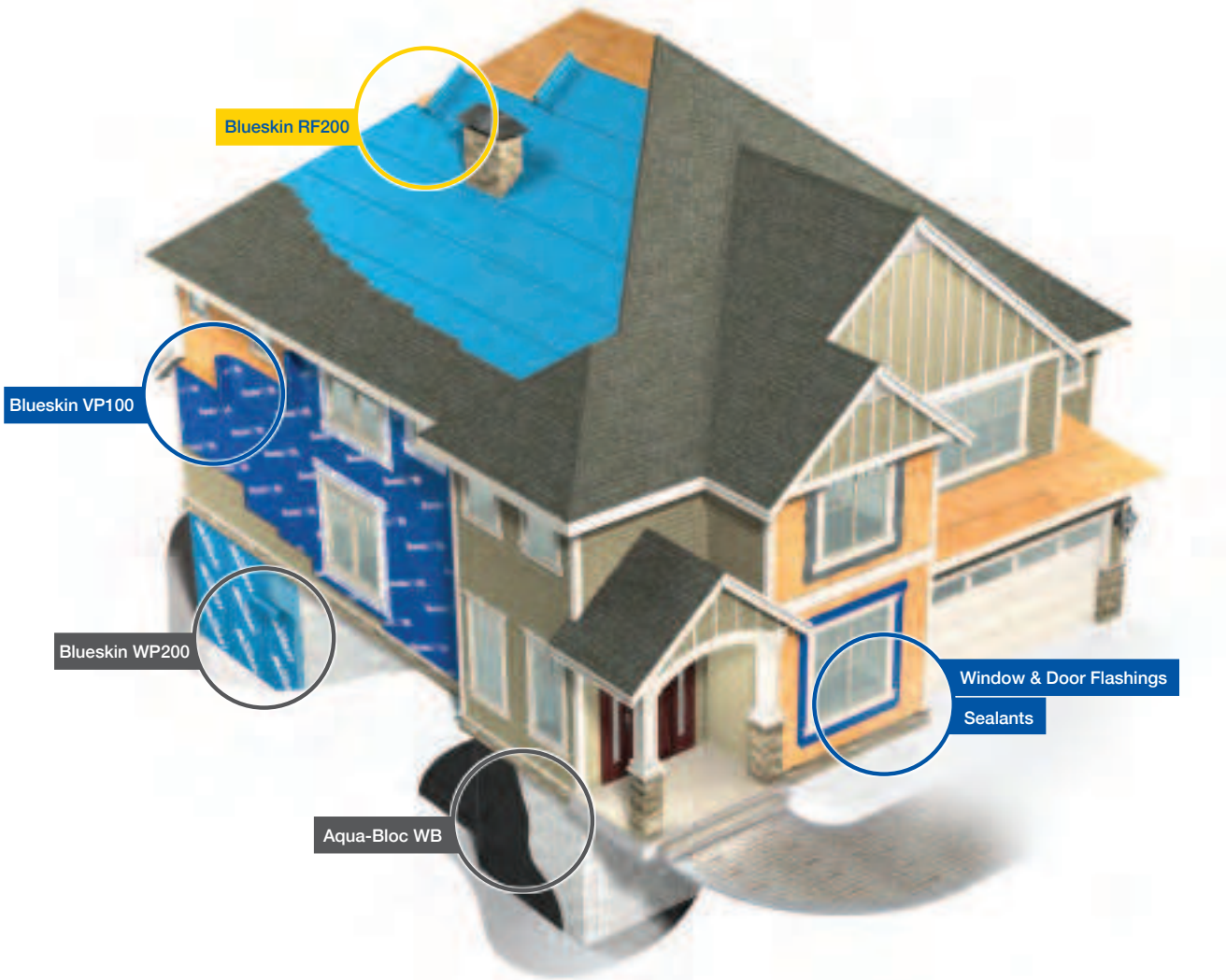


Join top industry professionals who trust Henry to protect their homes and their businesses as a True Blue Builder. When you partner with Henry, every detail is considered with your bottom line and your customers' satisfaction in mind.

Save time, save money, and build your reputation as an elite builder with True Blue.

Talk with your Henry representative for more details.

**Henry's innovative building products.  
Together, the most reliable system in the industry.**



PRODUCT	ROOF	WALL	FOUNDATION
Blueskin VP100		✓	
Blueskin WB25 and Blueskin WB Window and Door Flashing		✓	
Blueskin Butyl Flash Window and Door Flashing		✓	
Air-Bloc LF		✓	
Blueskin WP200			✓
Aqua-Bloc WB Elastomeric Asphalt Emulsion Waterproofing			✓
Blueskin Roof Ice and Water Barrier RF200	✓		
Henry 212 All Purpose Crystal Clear Sealant	✓	✓	✓
HE925 BES Sealant	✓	✓	✓
Blueskin Spray Prep	✓	✓	✓







**Pushing the Envelope to Protect What's Important**

# Henry<sup>®</sup>

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