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**FOR IMMEDIATE RELEASE**

**CENTRIA Announces Expansion of MetalWrap™ Series**

*The insulated composite back-up panel of choice for metal now available for brick, terra cotta*

Moon Township, Pa., March 21, 2011—[CENTRIA](#) is pleased to announce that [MetalWrap Series](#), its renowned insulated composite back-up panel for use with metal exteriors, has been expanded and is now available for use with brick and terra cotta. The superior design includes a single thermal, air and moisture barrier back-up panel that can be used with all three wall exteriors, or any combination of the three in mixed-medium buildings, to help architects, owners/developers and contractors [build better walls](#).

“Today’s building teams demand a product that provides a high level of performance as well as ease of installation,” said Greg Lusty, MetalWrap Series Product Manager, CENTRIA. “MetalWrap Series delivers that and more by positioning the insulation outboard of the studs, but in a single-panel component instead of four separate building materials.”

Traditional multiple component back-up systems typically include multiple layers of batt or board insulation, exterior gypsum board, air barriers or vapor retarders. These systems have limitations, because each of the individual layers can result in breakdowns that can lead to moisture build-up and entrapment within the wall cavity resulting in stud corrosion, poor insulation performance and mold. In addition, they add costs in terms of multiple work crews, more job site deliveries, and scheduling and sequencing coordination.

MetalWrap Series’ superior performance is due to CENTRIA’s signature Advanced Thermal and Moisture Protection (ATMP®) technology that controls moisture without sacrificing thermal efficiency. It combines a super-insulating foam core with a durable metal rainscreen, air/moisture barrier and unique clips, anchors and supports that are designed with the specific requirements of each building material in mind.

MetalWrap Series also meets thermal and fire code requirements. Eliminating four building components with the use of one panel means installation is just one step. This also means faster close-in and dry-in, along with minimal construction waste.

— more —

In addition, MetalWrap Series is manufactured with a high volume of recycled content, ensuring minimal negative impact on the environment. In line with CENTRIA's commitment to provide customers with superior sustainability options, MetalWrap Series is [Cradle to Cradle<sup>CM</sup> Certified](#) at the Silver Level.

Finally, MetalWrap Series is the only insulated composite back-up panel on the market backed by a nationwide sales force, an extensive Dealer network, and expert design and engineering support.

“Now that building codes require higher R-values and superior energy performance, and the demand for on-time delivery and effective and efficient installation has increased, MetalWrap Series gives architects, building owners/developers and contractors the performance they want with the ease of installation they need regardless of the choice of exterior building product,” said Lusty.

For more information on CENTRIA's MetalWrap Series, call 800.759.7474, e-mail [info@CENTRIA.com](mailto:info@CENTRIA.com) or visit [www.buildbetterwalls.com](http://www.buildbetterwalls.com).

**CENTRIA** ([www.CENTRIA.com](http://www.CENTRIA.com)) is where building teams turn for solutions, support and a distinct advantage in architectural metal wall and roof systems. Based in Pittsburgh (Moon Township, Pa.), CENTRIA has a worldwide reputation for helping to create commercial, institutional and industrial buildings that are beautiful, functional and sustainable. Find us on [Facebook](#) or visit [www.CENTRIA.com](http://www.CENTRIA.com) and discover why we are...Distinctively CENTRIA.