

Builder Facts Sheet



Why Builders Need FortiCel™

- Since 2002, builders have been unable to get insurance coverage for mold incidents within the residential structures they build.
- This liability has not been transferred away from the builder UNTIL NOW.
- FortiCel™ provides a best practice defense in the event of a mold-loss claim, illustrating the builder's intentions to provide the best preventative treatment available.
- Treatment with FortiCel™ eliminates the problem of existing mold on the coating surface, reducing the risk of materials left exposed to weather.
- FortiCel's™ warranty takes the financial risk away for mold losses on any treated surface.
- Treatment with FortiCel™ allows builders to limit risk long after the home has been built and sold.
- Builders enjoy a positive image from their customers when proactive treatments are shown as a standard feature.
- Professional application every time offers superior quality assurance for a general contractor.
- Quick application provides little interruption to the normal building cycle.

What is Mold?

- Mold is part of the natural environment & reproduces by means of tiny spores invisible to the naked eye.
- Mold floats through outdoor & indoor air.
- Mold begins to grow when it is exposed to a wet surface & has shelter as well as a food source (wood).
- There are many types of mold & most of them are dependant on moisture to grow.
- Inhaling or touching mold may cause allergic reactions, including hay fevertype symptoms, skin rash, or asthma attacks.
- Molds are capable of compromising the structural integrity of the substrate where they grow.

Look on the back for more common questions and answers!

Quick Answers to Common Questions

What is FortiCel™?

Is FortiCel™ application common?

FortiCel™ is a coating system that is spray applied to the structural framing surfaces of your home, used to ensure that over the life of the building, no mold will grow on its surface.

How does FortiCel™ work?

Through cutting edge proprietary coating technology, FortiCel™ provides a finished surface on all building components that will not allow any growth to take place on it. This coating is virtually permanent and provides a full 25-years of warranted protection on any growth to take place on the treated surface.

Is FortiCel™ Safe?

FortiCel™ is completely safe. With no VOCs and no off-gassing, FortiCel™ is safe for your family, pets, and entire household. Rest assured FortiCel™ provides a great deal of protection but is not hazardous in any way.

How does the FortiCel™ warranty work?

Upon closing the transaction for your home, you will receive a document outlining the terms and conditions of the FortiCel™ warranty as well as an outline of all areas that have been treated in your home. If at any point in the future, should you suspect that growth may be taking place in a treated area, please call the toll free number listed on your warranty document. In the unlikely event that growth has occurred, all remediation expenses associated with removing that growth will be covered by your warranty. Eliminating the possibility of unexpected and costly repairs.

How does the warranty protect a builder?

Treating a home that is currently owned by a builder does not effect the warranty and the warranty will transfer automatically when the home is sold. Using FortiCel™ gives a builder the ability to transfer some of their liability with respect to mold. It also provides a great product differentiator and an added sales feature for every home. Representing that a builder is a “mold-conscious” one is a powerful tool.

Is FortiCel™ application common?

Yes! FortiCel™ application is done throughout the entire United States. Here at _____ we believe in delivering your home with the very best products available. Doing so allows you to live in that home worry free! That’s why we choose to install FortiCel™ on every home we build.

Can I do It Myself?

FortiCel™ can only be applied by certified applicators. As an authorized FortiCel™ dealer _____ is certified to do FortiCel™ installations. You can call FortiCel™ at **877-729-MOLD** to find a local applicator in your area.

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