



**NEWS RELEASE**  
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**TIM O'BRIEN HOMES ANNOUNCES INTEGRATION OF THE BASF HP+™ WALL SYSTEM AT 2015 MBA PARADE OF HOMES**

MILWAUKEE, Wisconsin (August 18, 2015) – Milwaukee based Tim O'Brien Homes will announce at the 2015 Metropolitan Builders Association Parade of Homes the incorporation of the BASF HP+ Wall System as a standard building technique for all of their newly constructed homes.

The BASF HP+ Wall System features advanced wall-framing technology and combines two BASF products: Neopor®, a graphite-enhanced rigid foam insulation and WALLTITE® HP+, a closed-cell spray-applied polyurethane. This combination into a single integrated wall system delivers exceptional control of heat, air and moisture while providing increased structural integrity, comfort, energy efficiency and indoor air quality.

A team of building scientists, architects, engineers and sustainable construction experts from the BASF Center for Building Excellence was assembled and immediately put BASF's BEYOND.High Performance® approach to work. "Leveraging our comprehensive HP+™ Consultative Solutions, we were able to get a more holistic view that would allow us to effectively address the specific needs of Tim O'Brien Homes," said Rick Davenport, Director of Sustainable Construction for the BASF Center for Building Excellence.

"We're committed to the building science details, especially moisture management, indoor air quality and thermal control and the BASF HP+ Wall System has helped us achieve higher performance at a price point that delivers exceptional value for our customers", said Tim O'Brien,

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President, Tim O'Brien Homes. "The Parade of Homes is a great way for prospective buyers to see all that Tim O'Brien has to offer including our new 5-Year Energy Guarantee backing up the products and details we build into every home. We welcome everyone to come see our new Parade model and visit our new neighborhoods to discover the difference in the details."

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### About Tim O'Brien Homes

Tim O'Brien Homes is a semi-custom single family home builder in the Milwaukee and Madison Wisconsin areas and the leader in energy efficiency, innovative designs, green building practices, and renewable technologies. All homes are 3rd party tested and certified surpassing the State's energy-efficiency and green strict guidelines, and backed by a **5-Year Energy Guarantee**. In addition, seven Core Values are the guiding principles that inspire our daily work and underscore our commitment to customers, vendor partners and each other. For more information, contact Tim O'Brien homes at 262-542-5750 or visit [TimOBrienHomes.com](http://TimOBrienHomes.com), [Facebook](#), [Houzz](#), [Pinterest](#).



**Above:** Tim O'Brien Homes builds the new HP+ High Performance Wall System showing the BASF Neopor®, a graphite-enhanced rigid foam insulation sheathing that is stronger than a typical new home.

**Left:** WALLTITE® HP+, a closed-cell spray-applied polyurethane, is one of two products used in the advanced wall-framing technology for added comfort and energy-efficient.