

VOTED BEST IN  
QUALITY 2010



## **Builder Magazine Names Geocel Leader in Quality** *Study Provides Insight into Top Brands Among Builders*

ELKHART, Ind. - Builder magazine recently named Geocel, LLC the dominant brand leader in quality caulks and sealants as a result of its 2010 brand use study.

The study, conducted by independent research company Readex and sponsored by Hanley Wood, LLC, serves as the only third-party research for the residential construction marketplace and provides an inside look at the brands builders know and trust. Data was collected from 3,113 builders between Sept. 17 and Nov. 5, 2009.

"We couldn't be happier about this prestigious recognition," said Geocel Managing Director Doug Mattix. "As a company, we pride ourselves on offering products that allow builders and contractors to get the job done right the first time. Quality has always been paramount."

Geocel has a long history of providing quality products that save time, lower costs and reduce callbacks. The company became the first sealant manufacturer in the United States to receive ISO 9001 Registration almost 20 years ago.

In addition to its regular product line, Geocel also carries the GeoGreen product line of sealants and adhesives that directly supports the green building process while carrying the same level of quality as all other Geocel products. GeoGreen products contain little to no volatile organic compounds (VOCs) for a variety of interior and exterior applications that have a positive impact on energy efficiency and minimize the effects of the environment and air quality.

Founded in 1974, Geocel, LLC is an ISO 9001 Certified Company and has built a reputation as a leader in the manufacturing of quality sealants, caulks and adhesives. From general all-purpose jobs to tough construction and repair applications, Geocel offers solutions that meet the demands of the professional contractor as well as the individual property owner. For more information about Geocel, visit [www.geocelusa.com](http://www.geocelusa.com).

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