



**WET BASEMENT
DAMAGING YOUR
HOME AND AFFECTING
YOUR LIFESTYLE?**

The B-Dry® System was proven to be so unique and so effective, it was awarded a 1986 Government Patent.



**LIFETIME
WARRANTY**

**The
B-Dry®
System**



WATER IN YOUR BASEMENT?



Water seepage through your basement walls?

Water, as it builds up and exerts pressure on your basement walls, can not only cause seepage, but can actually ruin the foundation.



Water coming up through the floor or coming through the joint between the floor and the wall?

Both issues can be the result of hydrostatic pressure.



Water damaging your appliances?

Why ruin your washer, dryer, furnace or hot water heater or risk more significant structural or financial loss from potential electrical hazards?



Wood rot?

Wood that stays damp for periods of time can become susceptible to wood rot. Plus, a wet basement attracts unwanted insects, mold, mildew and fungus.

Wet basements range from the appearance of damp spots on the walls or floor to more severe situations in which water is actually leaking into the basement.

A WET BASEMENT IS A SERIOUS MATTER.



Although at first it might just seem like a nuisance, the real-world impact of unwanted moisture can render your basement partially to totally useless, cost you money, and damage and devalue your home.

If you detect signs of leakage on the walls or floor, you're only seeing a very small part of a much bigger problem. When your walls or floor are wet on the inside, they are also wet all the way through to the outside of the foundation. Hidden from view, heavy, wet soil may be pressing against basement walls and floors, causing them to crack. Water then finds its way into the basement due to hydrostatic pressure and capillary action. Left untreated, the leakage can dissolve and erode water-soluble ingredients out of your concrete. At this point, with chemicals and minerals leaching out of it, the concrete becomes even more porous and your problem can become progressively worse.

For a basement to leak, 3 factors must be present.

1. Source of Water

- Underground springs which become more active during rainy periods
- Channels and passageways formed in the soil by rainwater and high water table problems

2. Entry Point

- Small cracks caused by foundation settling
- Cracks caused by pressure
- Masonry joints that have widened due to foundation expansion and contraction

3. Failure of Original Waterproofing

- Exterior coatings become brittle and cracked due to age
- Failure of footer and/or french drains

The greater the hydrostatic pressure and the larger the entry point(s), the more water will enter a foundation. According to The American Society of Home Inspectors, about 60% of basements will leak at some point. In fact, block basements have an 80% to 90% chance of leakage.

Typically, builders use off-the-shelf waterproofing methods and technology like parging the walls and installing french or footer drains. If these methods actually worked, basements wouldn't leak.

The B-Dry® proprietary process and waterproofing technology has been proven to be so unique and so effective in preventing basement water leakage that it was awarded a United States Government Patent in 1986.

Independent Licensees use B-Dry® Systems patented in 1986

How the Seasons affect your Basement



Spring Thaw

Leftover winter snowpack accumulation can combine with heavy spring rains and saturate the ground with an enormous amount of water. More water means heavier soil and more outside pressure against your basement walls and floor.



Summer Thunderstorms

Thunder and lightning storms can dump more than an inch of rain per hour. What does this mean to you? One inch of rainfall, per acre of land, equals 27,000 gallons of water per acre. That's a lot of water!



Hurricane Season

From June through October, hurricanes and other tropical storms reek havoc on wet basement owners. Even when a region is just brushed by the edge of a storm, the unusually high amount of rainfall can be devastating to homeowners.



Autumn

When falling leaves clog your rain gutters and then extended periods of stormy weather roll in, water often rolls right off those gutters and goes straight down into the ground, creating extra weight and pressure against your foundation.



Winter

As repeated snowstorms accumulate on top of one another, the snowpack deepens. The more snow that piles up, the more water is released at the first sign of a thaw. If you see snow piling up around your foundation, remove it.

The
B-Dry®
System

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WHY CHOOSE THE B-DRY® SYSTEM TO WATERPROOF YOUR BASEMENT?



- The B-Dry® System has been successfully installed in over 500,000 basements nationwide
- With every B-Dry® installation, you receive a Lifetime* Warranty (covering labor and materials). We've stood behind that warranty for over 50 years!
- The B-Dry® System has been thoroughly reviewed and accepted by important U.S. government agencies including FHA (Federal Housing Administration), HUD (Housing & Urban Development), ICC-ES (formerly B.O.C.A – Building Officials & Code Administrators) and the U.S. Patent Office.
- B-Dry® Dealers are properly licensed and, for your protection, carry liability and workers' compensation insurance.
- Highly reputable magazines, including Better Homes & Gardens, Builder Magazine and Entrepreneur, have all written favorably about the B-Dry® System.

A pioneer and proven leader in basement waterproofing technology, the Patented B-Dry® solution **permanently and completely eliminates water leakage problems** in both finished and unfinished basements. By “permanently and completely”, we mean “Backed with a Lifetime* Warranty”.



- After an in-depth investigative report, Dateline NBC honored The B-Dry® System with a favorable review.
- The B-Dry® System has been installed in a project home on the popular PBS show, “This Old House”.
- Many B-Dry® Dealers are members of the National Association of Home Builders, various state builders associations and Chambers of Commerce, and are Accredited Members of the Better Business Bureau.

Invented and developed by its founders, the B-Dry® System is simply the best wet basement waterproofing solution on the market today and is available exclusively through a network of Licensed Dealers.

WHY WE'RE DIFFERENT...



Training

All foremen, installers and consultants go through extensive training. Additionally, crews receive updated field training throughout the year. The fact is, many B-Dry® Crew Foremen have worked for their local B-Dry® Dealer longer than many of our competitors have even been in business!

Quality Materials

Most waterproofing companies use basic, do-it-yourself type materials. Our key components are manufactured exclusively for the B-Dry® System and are available only through our network of Licensed Dealers.

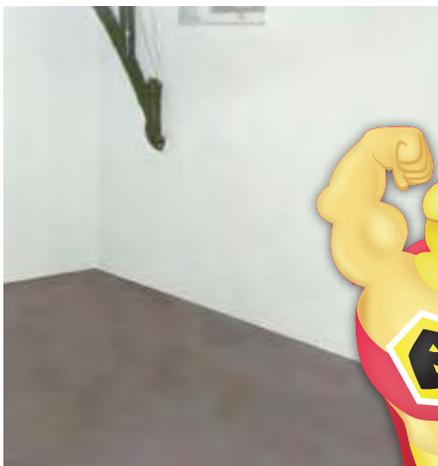
Technology

Methods used by most waterproofing companies are often the same as what's used by home builders. According to the National Association of Home Inspectors, 60% to 90% of all homes will have a leakage problem within the first 20 years. If those outdated waterproofing methods aren't working in new homes, how dependable can they be in older homes? The patented B-Dry® method is proven to work!

Results & Warranty

What good is a lifetime warranty from a company that's only been in business a few years? How would they even begin to know how long their system will last? Statistics from the Small Business Administration show that over 80% of new businesses fail in the first 10 years. Even the most honorable intentions are no substitute for the B-Dry® System's rock-solid reliability.

HOW DOES THE PATENTED B-DRY® SYSTEM WORK?



First, our unique 5-step process relieves the hydrostatic pressure from underneath your basement floor and foundation and implements a drainage network that removes and drains water better than any other system.

After we drain the block cores, the walls are still porous and will continue to absorb moisture through a process known as capillary attraction. To provide permanent protection for your basement walls, we install B-Dry® Rigid Sealer®, a non-permeable, waterproof polymer. The tough Rigid Sealer® will never crack, chip or peel and easily bridges cracks and other defects in your basement walls. The visible side of the Sealer is made of attractive, stain-resistant sheeting that can be wiped clean with most household cleansers. B-Dry® Rigid Sealer® is perfectly safe, having passed strict building code tests for anti-flame and anti-smoke requirements.

Visit us online at www.B-Dry.com

Independent Licensees use B-Dry® Systems patented in 1986
Check with your local installer for terms and conditions of their warranty
Warranty is good for the Lifetime of the Original Purchase or as long as they own the home

THE HISTORY OF THE B-DRY® SYSTEM

1958

Utilizing methods handed down through generations, the founders of the B-Dry® System began waterproofing basements in Pennsylvania and Ohio.

1966

With its many improvements in technology over the years, the B-Dry® System was proven so unique and effective in correcting basement water leakage problems that it was awarded a U.S. Government Patent.

1979

The B-Dry® System became available nationwide through a network of Licensed Dealers.

1980

To combat the ineffectiveness of liquid sealers, B-Dry® Rigid Sealer® was developed, a proprietary product that has the unique ability to bridge cracks and defects in basement walls, and provide homeowners with proven, permanent waterproof protection.

1986

The B-Dry® System was awarded yet another U.S. Government Patent on improvements made to our unique basement waterproofing system.

1987

The B-Dry® System passed the stringent requirements and testing of F.H.A. (Federal Housing Administration) and ICC-ES (formerly B.O.C.A – Building Officials & Code Administrators).

2000

The B-Dry® System expanded to more than 45 locations nationwide.

2008

The 50th Anniversary of the B-Dry® System

2015

2015 marks an important milestone: the successful installation of the B-Dry® System in over 500,000 homes nationwide.

Independent Licensees use B-Dry® Systems patented in 1986

Professional B-Dry® installation crews deliver quality workmanship on every job.

Of the many letters we receive from satisfied customers, the overwhelming majority comment on how happy people were with the men that did the work. B-Dry® Licensees take great pride in our workforce and strive to retain the highest quality personnel. B-Dry® consultants, foremen and crews go through extensive training in all aspects of installing the B-Dry® Waterproofing System and receive updated field training throughout the year.

B-Dry® Dealers maintain a full-time crew foreman on every job. Once our crews begin a job, they show up to work there every day until the job is complete. Unlike many other waterproofing companies, B-Dry® Dealers do not use sub-contractors. Because of our Lifetime* Warranty, we simply can't take the chance of using less qualified workers. Our own trained crews personally handle each and every job.

Ask to see a Better Business Bureau report



Our customers can rest assured that most B-Dry® Licensees are members in good standing with the Better Business Bureau, a non-profit organization that serves the public's interest through efforts to promote ethical business practices in the marketplace.

Visit www.BBB.org to receive a free report on your local B-Dry® Licensee or to check on any other company to see if they are a member. If the BBB has no record or displays an unsatisfactory record on the business, you should contact a more reputable firm.

Check with your local installer for terms and conditions of their warranty

KNOW HOW TO PROPERLY COMPARE WARRANTIES



1. How long has the company been in business?

Call the Better Business Bureau and find out. If they have no record or a poor track record of the company, take this into consideration when you are making your decision.

2. Does the warranty cover all labor and materials to correct leakage in the areas that have been waterproofed?

3. Beware of any company that promises to eliminate high humidity and condensation.

If a company claims you won't need a dehumidifier after they install their system, be cautious. Humidity is in the air. It doesn't leak into a basement the way water does. Even basements with zero leakage may require a dehumidifier during humid months. A professional, reputable waterproofing company can help you determine the difference.

4. Read and understand what is not covered by different warranties.

Although you'll want to deal with a reputable company who will absolutely stand behind their work, some conditions, like floods, humidity and plumbing leaks, are impossible to control. No reputable company will promise you protection from these things.

The B-Dry® System has been proven to be so unique and so effective that it's been awarded a 1986 U.S. Government Patent.

ALL LIFETIME WARRANTIES ARE NOT ALIKE!

Installation of the B-Dry® System gives you great peace of mind because our basement waterproofing technology has been thoroughly tested and evaluated by FHA, HUD and ICC-ES (formerly B.O.C.A – Building Officials & Code Administrators), the organization that writes the National Building Codes. That's the system that your B-Dry® Dealer offers a Lifetime* Warranty on...dependability you can trust.

Our experienced consultants will be happy to sit down with you and help you sift through the jungle of fine print that you'll find out there. B-Dry® System Licensees are very proud of our Lifetime* Warranty and we'd be glad to help you compare it with any other warranty on the market today. Just ask!



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Check with your local installer for terms and conditions of their warranty

Warranty is good for the Lifetime of the Original Purchase or as long as they own the home

DO YOU WANT A CHEAP PRICE OR A SOLUTION THAT WORKS?



We all love a good deal or bargain. It lets us spend more of our hard-earned money on the things, or people, who are most important to us. However, the custom nature of a basement waterproofing system prevents it from being the type of product that piles up in a warehouse to be liquidated at sale prices.

Each basement has its own unique construction and its own particular problems. Terrain around the home, soil type, construction type and method, water table, underground springs and structural defects are just some of the many factors that can contribute to leakage problems. The type and combination of problems can vary greatly from one home to the next.

Each home must be individually inspected and evaluated so that we can custom-design a basement waterproofing system to address the particular needs and correct the problems unique to each structure.

A quality basement waterproofing system is not an off-the-shelf product. If the one-size-fits-all approach worked in this industry, there wouldn't be such great demand for B-Dry® Systems.

LET THE B-DRY® SYSTEM SAVE YOU MONEY!

Because your local B-Dry® Dealer is part of a national organization, we have tremendous buying power. We negotiate annually with our suppliers to ensure that you receive the highest quality materials at the absolute best prices.

The B-Dry® System will save you money because our Lifetime* Warranty covers both materials and labor.

www.B-Dry.com

A quality waterproofing system requires thoughtful planning and high-quality workmanship to end up with a permanently protected, trouble-free, dry basement. Because our Lifetime* Warranty includes materials and labor, we can't take shortcuts or use inferior materials. Our reputation depends on it.

No company can come into your home and spend less than half the time that we do, and provide the same quality work and the same dependable results. You should be skeptical about the quality of work that can be accomplished in shorter time periods.

Ask our knowledgeable staff to help you compare our price with other estimates you have received. We'll go through the estimate with you, line by line, and make sure you fully understand what you're getting for your money.

Check with your local installer for terms and conditions of their warranty. Warranty is good for the Lifetime of the Original Purchase or as long as they own the home.

WHAT IF I JUST DO NOTHING?



The B-Dry® System

For decades, over 500,000 homeowners have chosen The Patented B-Dry® Solution to stop leaks, protect their home's resale value and keep their families safe and dry.



As the primary cause of basement water leakage is hydrostatic pressure, the risks of doing nothing are plentiful.

Water that's forced into a foundation finds its way into the hollow cores of the blocks and into any voids in the concrete, dissolving soluble ingredients, like lime, out of the concrete and causing further damage. If water lies stagnant in the hollow cores, it will support the growth of mold and mildew and give off unpleasant, musty odors.

Wet, heavy soil will continue to exert pressure against your basement walls, possibly weakening them further. Bowing, buckling or cracking problems are commonplace in basements with long-term water leakage.

The professionals at your local B-Dry® Dealer can permanently solve your basement water leakage problems by installing our patented Waterproofing System. By “permanent” we mean “Backed by a Lifetime* Warranty”.

Because it's a conductor, water in the pores of your concrete walls and floor will draw the heat out of your basement in the winter, making your home colder. Water absorbed into the pores of concrete walls near ground level can freeze and expand into ice crystals. After crystals form in the pores of the concrete, they expand and create spalling, a situation in which small parts of the concrete break apart and fall off.

Water that's soaked into porous concrete, wallboard and carpets can also create electrical hazards. Continued dampness can cause oxidation of the copper and brass components in your electrical outlets and electric circuits. Plus, because moisture is a conductor, there is a risk of electrical arcing.

A host of insects, including termites, carpenter ants, millipedes and spiders, are attracted to a wet basement. Many pest control companies and exterminators will not guarantee their treatments until the water leakage problem is solved. Homeowners must use caution because once insect infiltration begins, it can spread to other parts of a home.

Independent Licensees
use B-Dry® Systems
patented in 1986

WHY DOESN'T THE B-DRY® SYSTEM USE OUTSIDE EXCAVATION?



The B-Dry® System's reliable, cost-effective inside installation saves homeowners time, money and the headaches of exterior excavation.

Digging around the foundation has proven to be an unreliable way to prevent basement water leakage. Plus, outside excavation can be very expensive, costing four to five times as much as the B-Dry® System. Removing and re-installing porches, sidewalks and landscaping can add even more to the cost.

Not only is outside excavation messy and more expensive, it may actually make your problem worse.

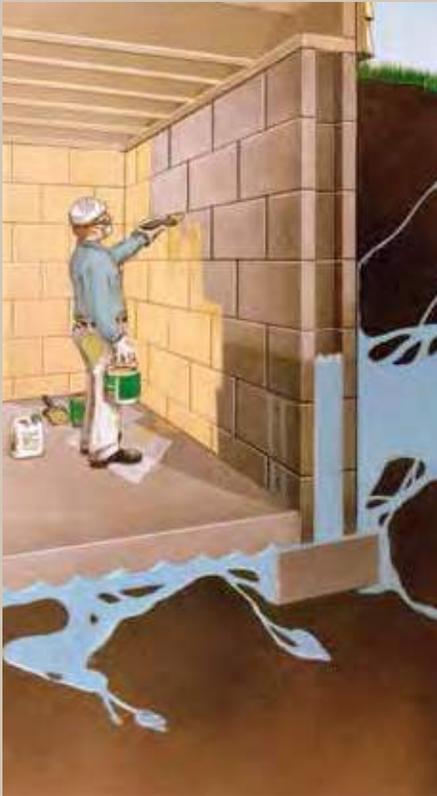
Loosened soil allows water to more quickly and easily penetrate deep into the ground, in a greater volume than was possible before the excavation. Exterior drain-tile systems and french drains can clog and become ineffective over time. Mud, loose soil, silt, rodents, tree roots and heaving of the soil by frosts and thaws all contribute to the failure of outside drainage systems.

As most exterior wall sealers, tar, parging and foundation coatings have little to no elasticity and can crack and loosen due to the continual expansion and contraction of the foundation during frosts and thaws, they have also proven to be ineffective in permanently preventing basement water leakage.

When it rains, water builds up alongside your basement walls and underneath the basement floor, causing hydrostatic pressure. It pushes against your basement walls and floor, forcing its way through the small cracks caused by the expansion and contraction of your foundation. Damage can range from minor seepage to actually cracking in the walls and floor.

Relieving hydrostatic pressure is an essential part of providing a permanent solution to basement water leakage problems and preventing further damage.

SO WATERPROOF PAINTS AND SEALERS ARE A BAD IDEA TOO? HOW COME?



If water seepage is making your basement walls wet on the inside, those walls are also wet clear through to the outside. Unsuspecting homeowners or less reputable basement waterproofing companies who apply waterproof paint or sealer to the *interior surface of the wall* aren't solving the wetness problem *inside the wall*.

Water trapped inside the wall and the hollow cores of the concrete blocks can dissolve water-soluble ingredients like lime, salts and portland, leach them out of the concrete and cause further deterioration. That trapped water can support the growth of mold and mildew, and is usually the source of bad odors typically associated with leaky basements.

If you've ever seen white powdery residue and stains on your basement walls, you've got efflorescence and it's proof-positive that you actually have a leaky basement problem. These deposits are from the chemicals and minerals that have already leached out of the concrete and crystallized. Spalling is another sign of deterioration and occurs when small chunks of concrete begin coming away from the surface of the wall. When waterproofing paints or sealers chip and flake off the walls, it's usually due to deterioration that's occurring behind the paint or coating.

Instead of relying on ineffective paints or sealers, the patented B-Dry® Basement Waterproofing System uses proprietary methods and technology to come in, below the floor, and relieve the water pressure and drain standing water out of the hollow cores or concrete blocks.

Afterwards, your basement walls are protected with a unique wall sealer developed specifically for The B-Dry® System. Safe and 100% waterproof, the B-Dry® Rigid Sealer® provides permanent protection and peace of mind.

The
B-Dry®
System
www.B-Dry.com

YOUR QUESTIONS: ANSWERED

If I already have drain tile around my foundation, why am I getting water in the basement?

You're not alone. Many of the homeowners who call us for help already have drain tile, footer drains or french drains. Although many builders use hay or some type of filtering material to help keep the drains clear, over time, these types of systems become clogged with mud, silt or sand and end up being useless.

This is the first time my basement has ever leaked. Maybe it won't happen again?

First, you should rule out plumbing leaks. If the plumbing is fine, consult your B-Dry® Dealer. The first time a basement takes on water is the first time an entry point has become fully established.

For a basement to leak, certain conditions must be present. The first is a source of water, either rainfall or water from an underground spring. The second requirement is an entry point, small cracks or joint openings caused by settling or the expansion and contraction of the concrete.

Just like a river never changes the direction in which it flows, water entering your basement through the soil will continue to follow the same path. Once passageways have been established, they become permanent and you may find your basement leaking even during light rainstorms.

As your basement continues to expand in the warmer months and contract in the colder months, new entry points may form, allowing further and more severe leakage.

A friend told me to use install a sump pump. Will this solve my problem?

No. A sump pump is installed below floor level in a container that looks like a bucket or small garbage can. If your leak occurs away from the sump pump, water must travel across the entire surface of the floor to reach the pump. This works very much the same way as a floor drain, but yet your floor and walls remain wet.

Of even greater concern, the hydrostatic pressure around the foundation is not relieved and stagnant water remains inside the hollow cores of the walls.



PLANNING TO SELL YOUR HOME?

Most people won't even consider buying a home with a leaky basement. And, as many homeowners have discovered, selling a home with a wet basement is a difficult if not impossible undertaking.

When a home with a wet basement does sell, it's usually at a substantially reduced price. A depreciation of 10% or 15% is not at all unusual.

You can't hide a wet basement. It's easy for prospective buyers to see and even easier for them to smell. Selling a house with a wet basement can take much, much longer than selling a home with a dry basement. With today's disclosure laws, you can't take the chance of trying to hide the problem.

The problem must be fixed sooner or later. Why not consider having the work done now?

The B-Dry® System is a solid investment that will make your home more attractive to potential buyers, at a higher price. The cost of fixing the problem is usually far less than the money you would lose from being forced to reduce your selling price.

WHY WATERPROOF THE BASEMENT FIRST?

- Your home will sell at a better price.
- Your home will sell faster.
- You, the seller, are protected against the buyer demanding restitution for a wet basement.

Independent Licensees use B-Dry® Systems patented in 1986

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OUR CUSTOMERS SAY...



BEFORE



AFTER



Problem:

Old concrete walls were cracked. The basement would get several inches of water up through the floor and through wall cracks.

After installation of The B-Dry® System:

“The B-Dry® System has allowed us to use our basement for a variety of purposes. Your service and staff from top to bottom was impeccable and very professional.”



Problem:

Water leakage made the basement unusable. The furnace, hot water heater and dryer were all raised up on blocks to stay above the water.

After installation of The B-Dry® System:

The basement is now the focal point of the house and includes a beautiful hardwood bar for entertainment.



Problem: The homeowners refused to even consider purchasing this home until the owners first agreed to fix the leaky basement. Water stains were visible 6" to 8" high.

After installation of The B-Dry® System: “Not one drop of water since installing The B-Dry® System! We now have a new family room, laundry and bathroom. The B-Dry® System took an ordinary house and turned it into a loving home.”

Problem: Poured concrete foundation was finished off once before. Water leakage was ruining paneling and carpeting.

After installation of The B-Dry® System: “I finished off the basement and put in an extra bathroom. I should have had The B-Dry® System installed long ago. It works great!”

Thank you.

ABOUT THE B-DRY® OWNER'S ASSOCIATION

The B-Dry® Owner's Association, or B.D.O.A., was formed in the early 1980's by B-Dry® Licensees.

Members include Independent Licensees of B-Dry® System, Inc. and Franchisees.

The B.D.O.A. provides Dealers with:

- Continuous and Ongoing Training and Support
- Development of new Procedures and Processes
- Product Research and Development
- Product Testing and Quality Control
- National Group Purchasing Programs that provide our customers with the best possible pricing
- National Licensee Meetings
- National Advertising and Marketing Programs

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