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**Public Relations Contacts:**

**Todd Gluski, Director of Marketing**

Ox Engineered Products

22260 Haggerty Road, Suite 365

Northville, MI 48167

(248) 289-9956

[tgluski@oxep.com](mailto:tgluski@oxep.com)

**Jake Michalski**

BLD Marketing

(412) 347-8023

[jake.michalski@bld-marketing.com](mailto:jake.michalski@bld-marketing.com)

**Photos:** <http://www.bldpressroom.com/ox/IBS-2023>

**OX Optimizes Durability, Efficiency for Home Construction with Launch of New Technology at 2023 International Builders’ Show***Company Introduces Innovative Technology Creating a 5-in-1 Continuous Insulation*

**NORTHVILLE, MI (January 30, 2023)** – [OX Engineered Products](https://www.oxengineeredproducts.com/), manufacturer of industry-leading structural sheathing and thermal insulation, will unveil a new technology that can be applied to its insulation products during its time as an exhibitor at the 2023 International Builders’ Show (IBS), taking place at the Las Vegas Convention Center January 31 through February 2, 2023. The new Integrated Drainage Plane (IDP) technology will be available on the company’s OX-IS™ and ISO RED ci® products. This development makes OX-IS the first of its kind: a game-changing 5-in-1 structural continuous insulation.

“At OX, we put a premium on innovation – from the durability and reliability our products offer to the efficiencies they generate during the construction process,” said Todd Gluski, director of marketing at OX Engineered Products. “When you can take multiple exterior wall control layers and consolidate them into one product, you save a great deal of time, money, and coordination, and that represents a true value proposition to construction professionals of every kind.”

The new IDP technology effectively turns the high-performance 4-in-1 OX-IS into a 5-in-1 product by adding a textured water-repelling drainage plane as the material’s facer. The integrated product combines five layers into one: the new drainage plane, continuous insulation, structural sheathing, an air barrier, and a water-resistive barrier.

IDP technology can also be applied to ISO RED ci, a rigid polyiso insulation product used to increase energy efficiency in ceilings and interior and exterior walls. The product adds much-needed R-value to residential and light commercial construction projects.

“IDP technology is the latest example of our commitment to serving our customers’ most pressing needs at a time when the residential construction industry faces headwinds from economic uncertainty and builders continue to look for ways to deliver on their customers’ demands,” added Gluski. “We look forward to demonstrating the game-changing features of our products to IBS attendees so they can make informed decisions as they select the best products for their projects.”

OX will be located at **Booth C2649** in the central hall the convention center.

To learn more about OX and its integrated building envelope solutions, visit: <https://www.strengthofox.com/>

*EDITOR’S NOTE: OX will share images of the new technology with the media at the conclusion of the show. In addition, OX subject matter experts are available for interviews during the show. To secure an appointment, please contact Jake Michalski at* [*jake.michalski@bld-marketing.com*](mailto:jake.michalski@bld-marketing.com)*.*

**About OX Engineered Products:**

Headquartered in Northville, MI, OX Engineered Products is a leading specialty manufacturer of structural sheathing and thermal insulation building products. OX provides a variety of building materials serving both the residential and commercial construction markets throughout the United States. OX products are designed to allow builders to save time and money while meeting the most stringent building codes. For more information, visit [www.oxengineeredproducts.com](http://www.oxengineeredproducts.com).

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