



BTW Better Than Wood

Achieve the look of real wood with greater benefits

ABOUT US

Say HELLO to a better world of building solutions!

factor-e-direct offers various types of high-quality interior building products and materials for commercial and residential projects across North America. We provide flexible and cost-effective solutions for builders, architects, designers, etc., for any project of any scale. We believe anything's possible.

BTW - Better Than Wood is a division of *factor-e-direct*. We specialize in manufacturing proprietary and high-quality acoustic planks/panels for integrated ceiling and wall applications (new build or retro-fit) with a simple and efficient installation system like no other. Our innovative acoustic ceiling and wall panels do more than absorb sound; they transform your space. You can add incredible warmth and style with the “look” of real wood - but it's simply **Better Than Wood** - and much more affordable, too!

And, **we're proudly Canadian 'eh!** We manufacture our panels in Calgary, Alberta. Our equipment and technology are second-to-none, allowing for *fast production* and *quick delivery* for our clients. Did we mention the installation process is *super-fast*, too? It's just that easy!

We also believe in protecting the environment! Our panels are made from recycled materials so you can feel good about your product selection and off-cut waste (after install) is blue-bin friendly.



ADD A BEAUTIFUL ACCENT TO ANY SPACE

The "**Better Than Wood**" **Ceiling System** also called **BTW** is a superior product to real wood for so many reasons - it's **easy to fit, it's low maintenance** and has **acoustic properties** that can't be found in traditional wooden ceilings.

There's no warping or paint, or varnish necessary, as with real wood. A simple wipe with a damp cloth or mop removes any dust or particles from the panels and leaves them looking fresh and new.



WHY IS THE BTW CEILING SYSTEM BETTER THAN WOOD?

Easy to install

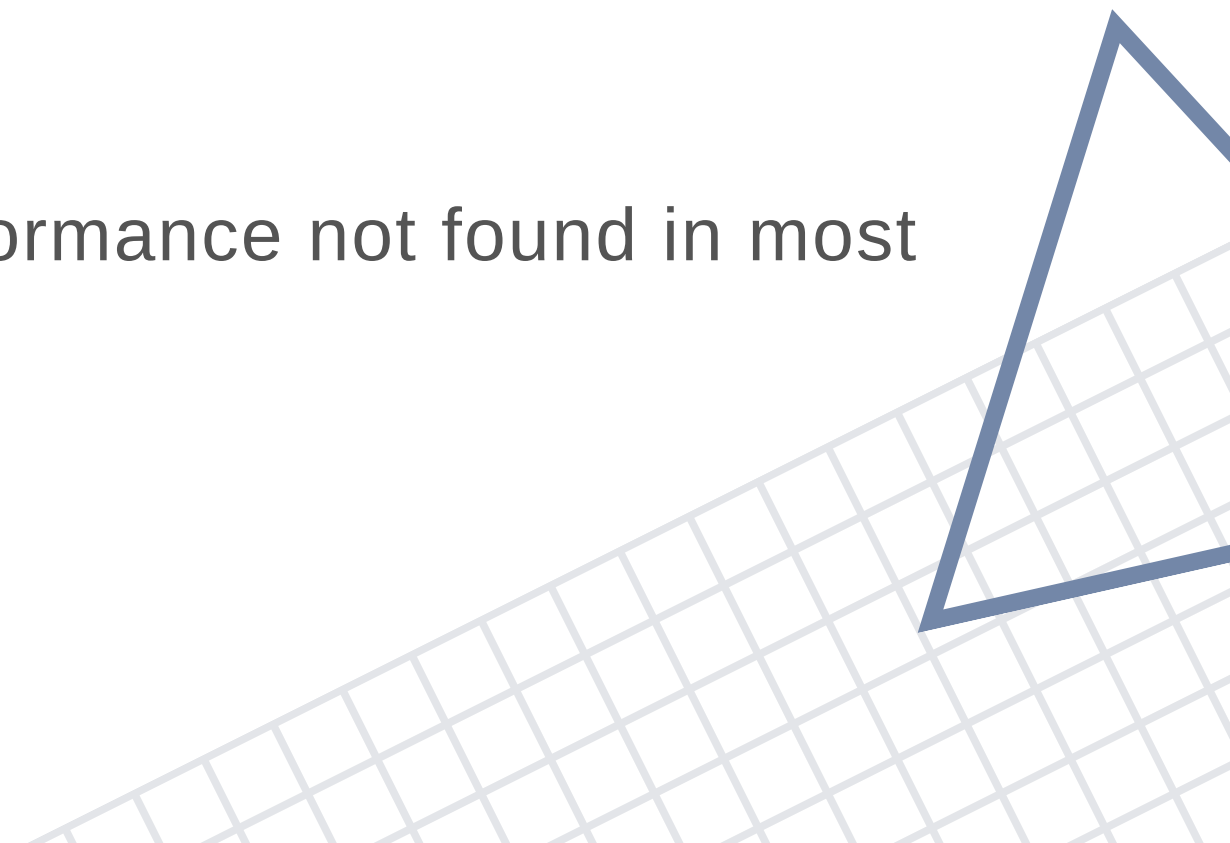
- You can add ceiling planks directly to a standard ceiling grid without any additional structural support, using our simple to use T-Bar Snap Clip.

Simple to customize

- The planks can be cut on-site so that you can integrate lights, heating, ventilation, air conditioning, sprinklers etc., with ease.

Acoustic benefits "sound attenuation performance"

- The unique, micro-perforated finish offers superior acoustic performance not found in most faux wood.



MORE BENEFITS

Superior safety

- The planks are made from PET fibreboard which is highly fire retardant.

Increased stability

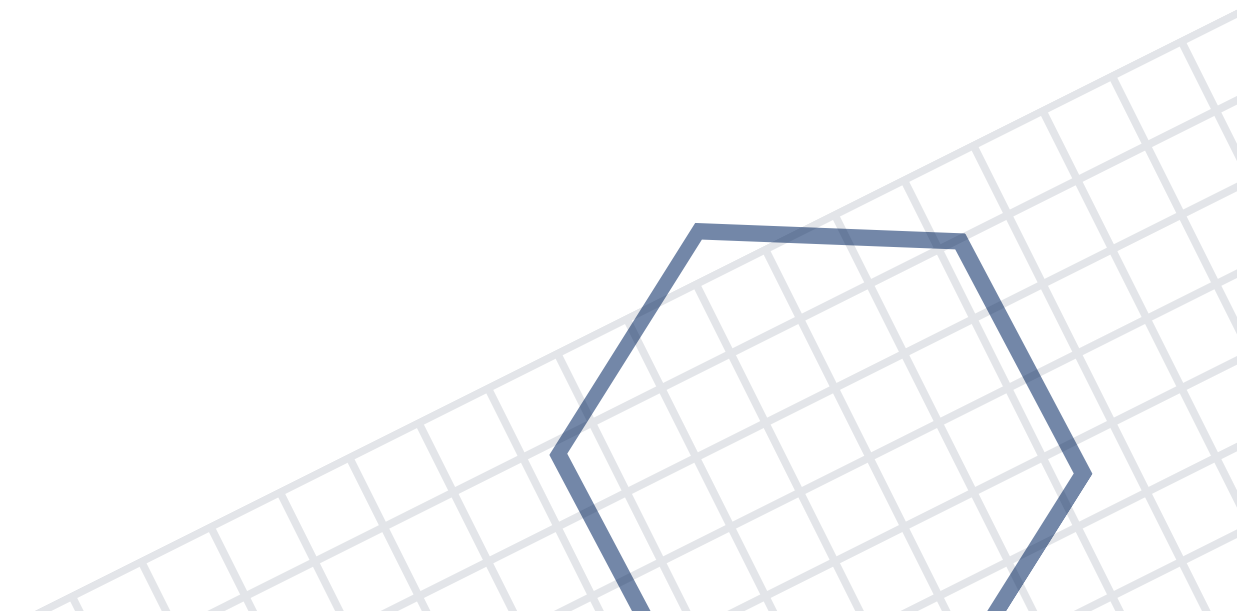
- It's lightweight and long-lasting. Unlike wooden alternatives, the planks don't shrink and expand with heat and moisture, offering more stability.

Environmentally friendly

- BTW is mostly made from a minimum of 50% recycled material and can be reused.

Greater choice

- Choose from six standard colour finishes with the option to customize to your environment.



MORE BENEFITS

More affordable

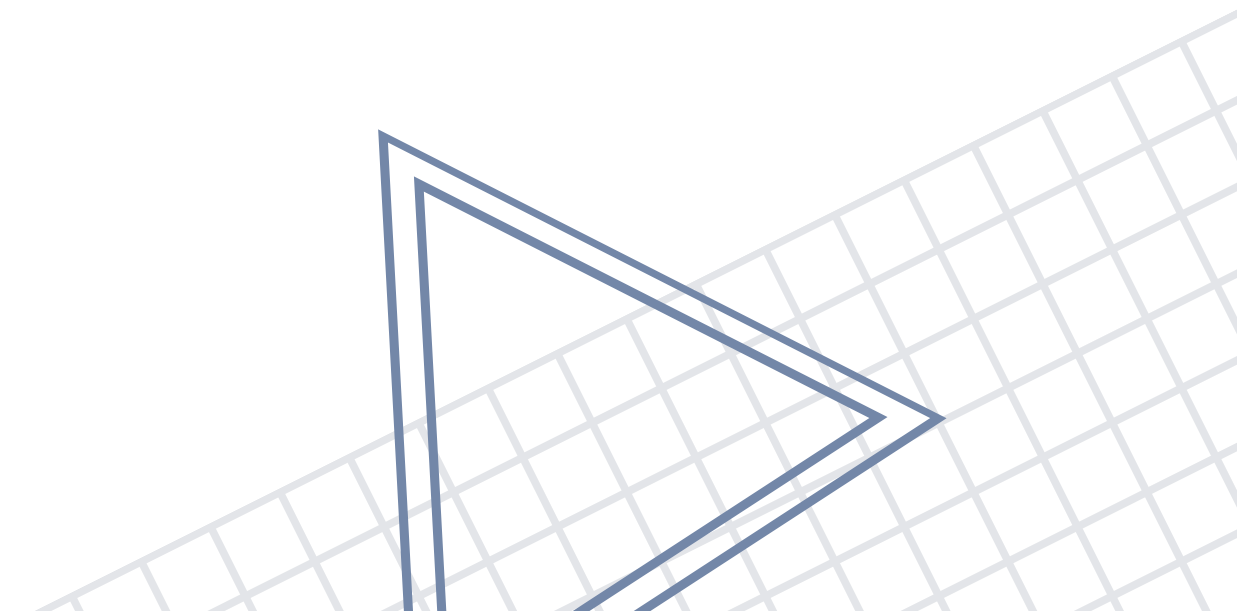
- Save money on material and installation costs, compared with traditional wooden alternatives.

Long-lasting

- BTW panels come with a 10-year guarantee.

Low Maintenance

- Does not require protection (varnish/paint) like real wood.
- Wipe with a damp cloth or mop to remove dust.



ENDLESS POSSIBILITIES

BTW ceiling panels can also be installed in covered porch or veranda areas - commercial and residential applications - there's no limit to adding warmth and style in any space.



FINISHES



Barn Wood
Code: BTW501



Cherry
Code: BTW502



Gum Wood
Code: BTW503



Walnut
Code: BTW504



Blonde Ash
Code: BTW505



Espresso
Code: BTW506

Contact us for custom colour inquiries

CEILING INSTALLATION SYSTEM

IT'S SO EASY

BENEFITS

- Quick and easy installation
- Fully recyclable panels - all off-cuts go in a blue bin
- PET shavings will NOT become airborne, resulting in:
 - cleaner job sites
 - safe and healthy workers



CEILING INSTALLATION SYSTEM



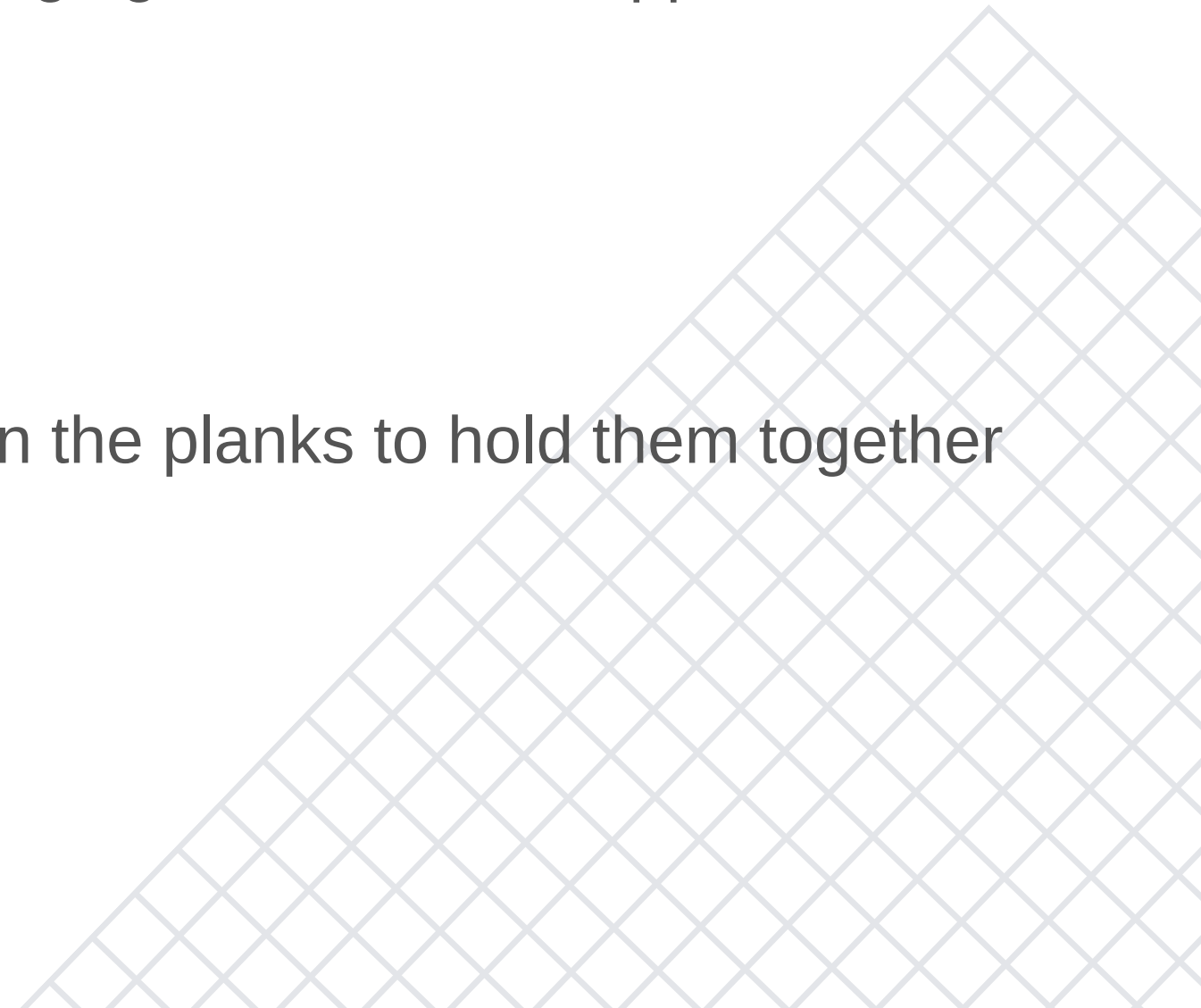
T-Bar Snap Clips

- The T-bar clips fit the side of the plank where there is a slit (which is created on both sides of the plank during the manufacturing process).
- The clips snap onto the T-Bar grid or the hanging channel and support the weight of the plank.



Alignment Splines

- These are flat pieces of steel that fit between the planks to hold them together and keep them aligned and in place.



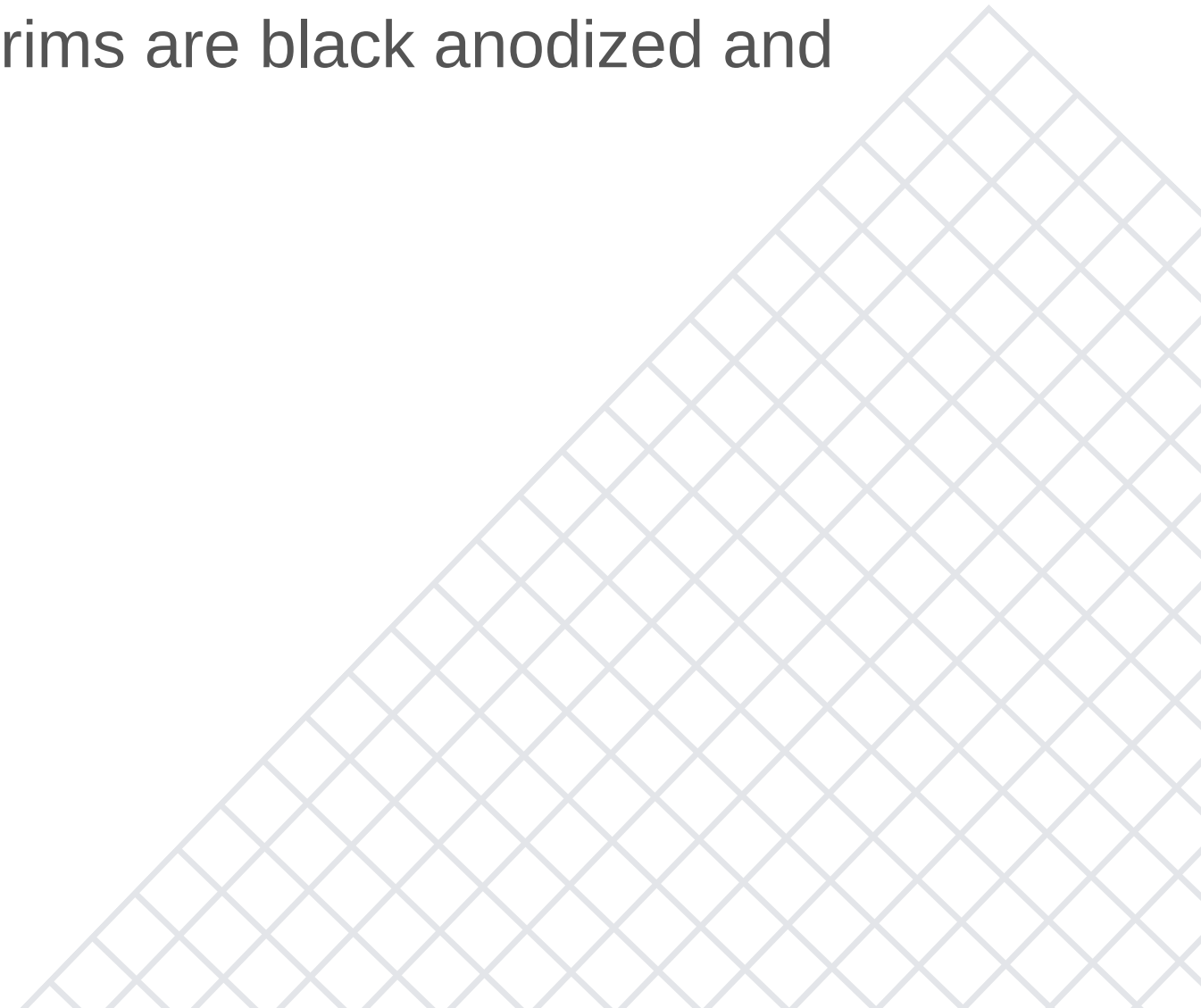
CEILING INSTALLATION SYSTEM



Trims*

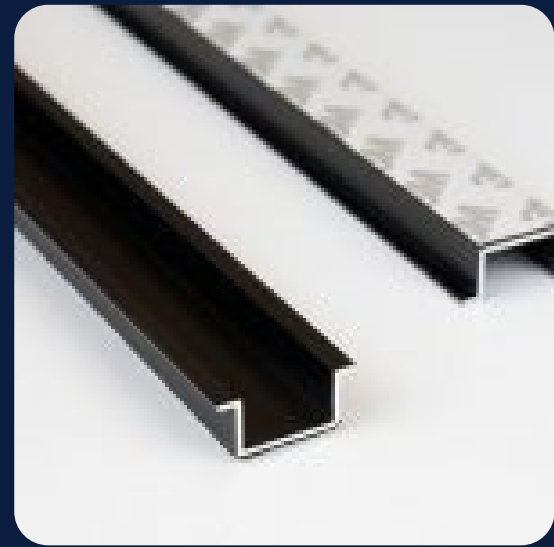
- There are two conditions that work with the BTW ceiling system, one is for when the ceiling planks are engaging on a **T-bar grid** and the other is when the planks are engaging on a **non-T-Bar grid**.
- Each has its own perimeter trim design. All trims are black anodized and come in 2200 mm lengths.

**see next slide for more details*

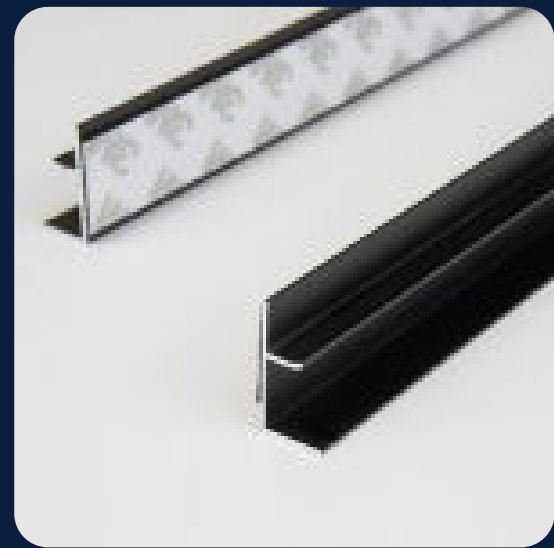


CEILING INSTALLATION SYSTEM

Trims - *continued*

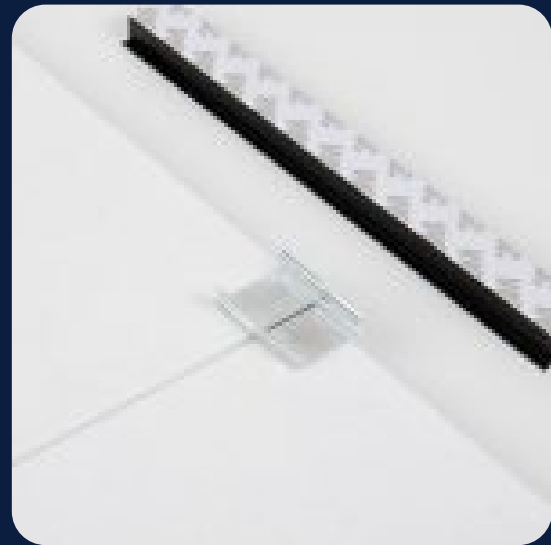


- This image shows the trim for a **T-Bar ceiling grid** being converted to a BTW plank ceiling solution. It has double-sided tape, which adheres directly to the underside of the T-Bar. This trim is also used for HVAC, trough lighting or any other ceiling detail that is not covered by the ceiling planks and would otherwise have plank ends exposed.



- This image shows the trim for the **non-T-bar grid**. It's the same concept as the T-Bar Perimeter trim but is offset by 10mm so that it engages the ceiling planks in the same place as the hanging channel. It has double-sided tape on the side so that it can stick directly to the wall. It's the same concept as the T-Bar Perimeter trim but is offset by 10mm so that it engages the ceiling planks in the same place as the hanging channel. It has double-sided tape on the side so that it can stick directly to the wall.

CEILING INSTALLATION SYSTEM



Hanging Channel (with tape)

- If the installation is in a location where there is no T-Bar grid, use the hanging channel. The hanging channel has the exact dimensions as the T-Bar, so you can use the clip to support the ceiling planks' weight.



Cornice

- Create a rounded edge to your ceiling with a cornice finish.

PLEASE NOTE:

- Tracks can be applied to textured ceilings
- Ceilings can still be accessed after installation
- Limited tools required

SPECIFICATIONS

APPLICATIONS

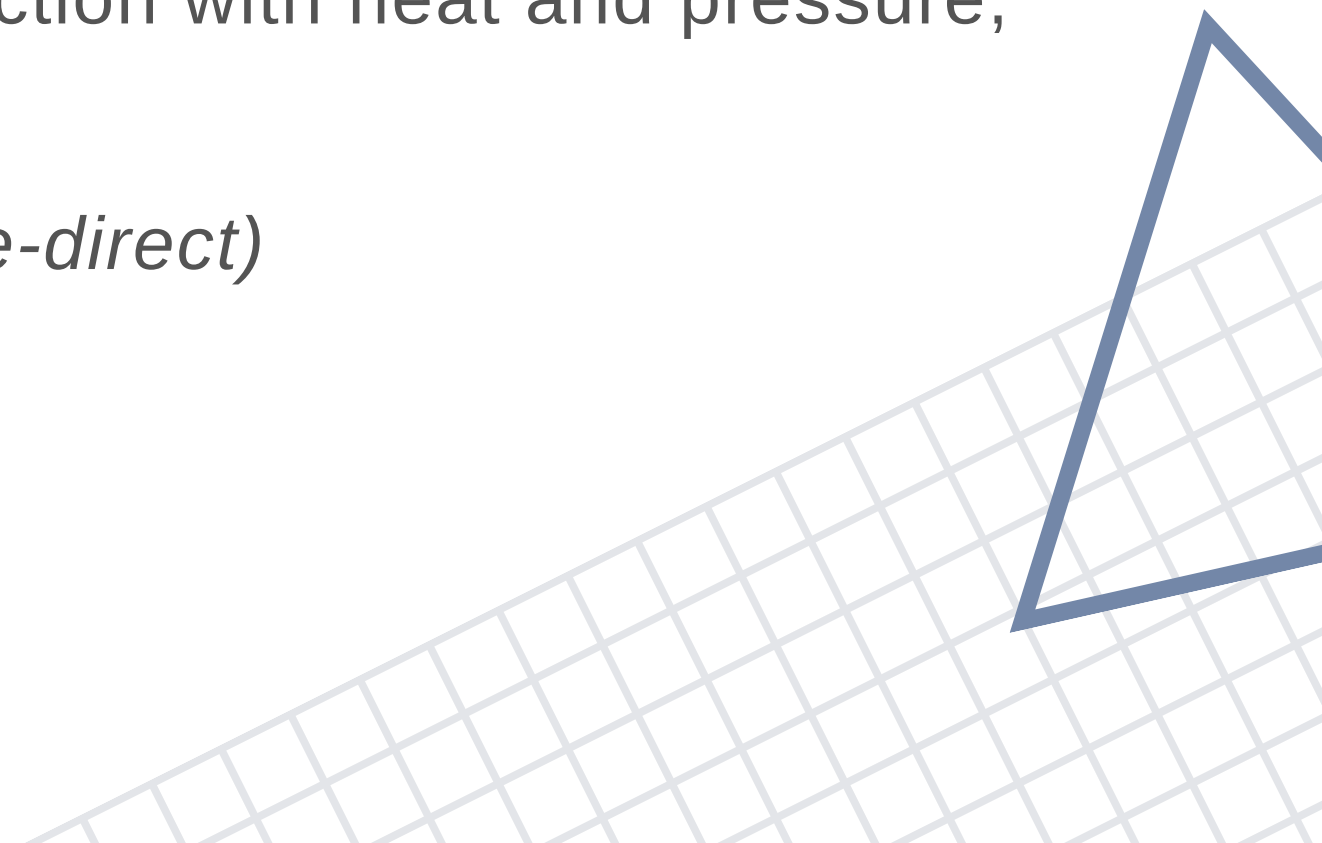
- 2x2 ceiling grid
- 2x4 ceiling grid
- Drywall ceiling
- Drywall panelling

COMPOSITION

PET (polyethylene terephthalate) - Polyester fibres are combined with high melt and low melt fibres. A stitching process weaves these fibres together in conjunction with heat and pressure, which forms into a board/plank.

Vinyl - Thick graphic vinyl. 0.2mm (*all vinyl is propriety to factor-e-direct*)

Adhesive - Hot Melt PUR: Kleiberit 702.8



SPECIFICATIONS

DIMENSIONS

L = 86.5 inches / 2200mm

W = 7.8 inches / 200mm

T = .5 inches / 12mm

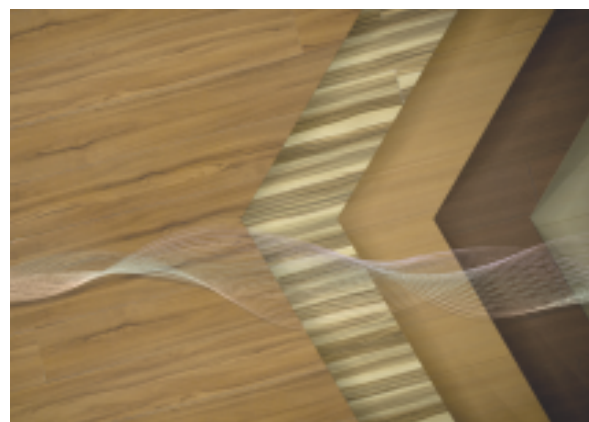
Weight per sq/ft = 279 grams *is the lightest weight for a faux wood desired look.*

FIRE PERFORMANCE

Class A available (optional)

SOUND ATTENUATION PERFORMANCE

A unique, microperforated finish offers superior acoustic performance not found in most faux wood.



TEST	RESULT
CAC	25
STC	63
NRC	0.7
IIC	70



63 is a remarkable rating based on the mass of the acoustic panel

SPECIFICATIONS

ASTM TESTING DATA (full reports upon request)

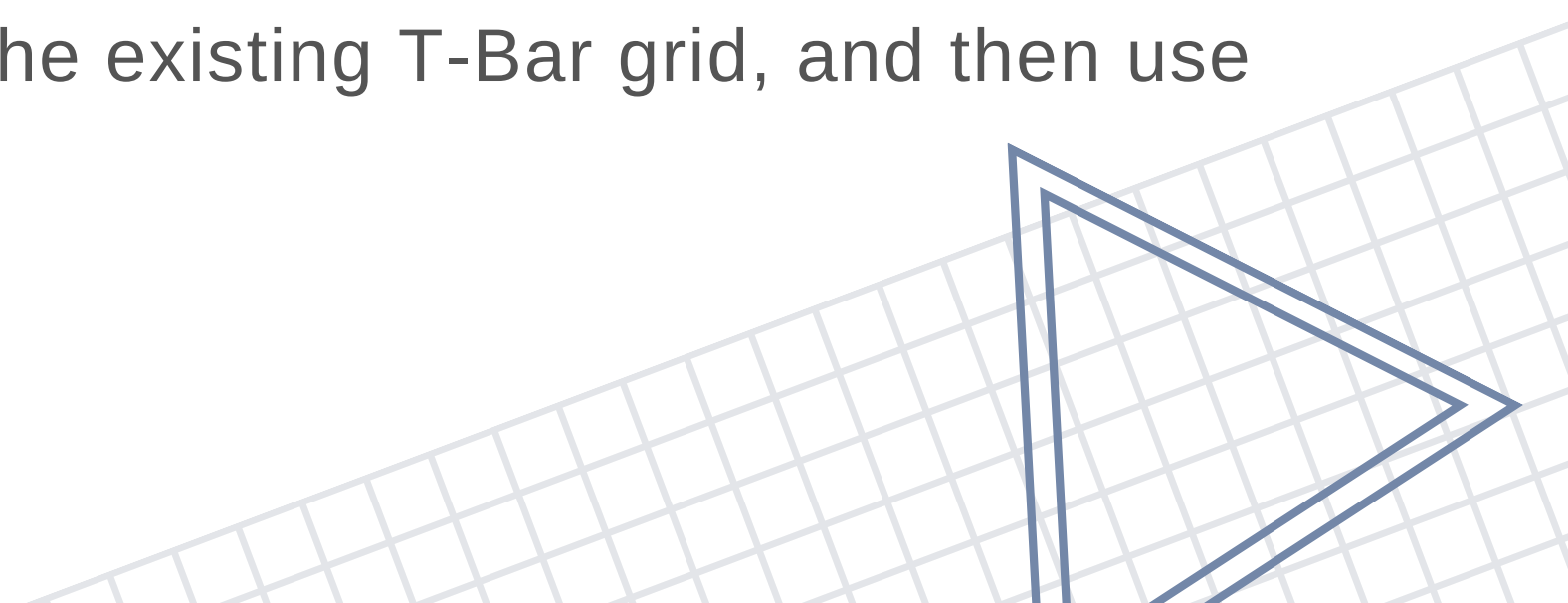
- ASTM-E1414
- ASTM E492
- ASTM-E413-16
- ASTM C423
- ASTM E90

PERIMETER TRIM

- Black anodized aluminum

T-BAR

- Add to drop ceiling tiles by adhering perimeter trim to the existing T-Bar grid, and then use Snap Clips to attach BTW planks to the T-Bar grid.



BY THE WAY - WE DO WALLS, TOO!

ACOUSTIC WALL PLANKS

Just like our ceilings, **BTW faux wood wall planks** create warmth and ambience in any space.

- Affordable
- Easy installation
- Lightweight and durable
- Acoustic properties just like our ceiling panels
- No mechanical fasteners needed

It's a great application for mechanical rooms, computer rooms, board/meeting rooms, professional offices, retail, restaurants, convention halls, home gyms, media rooms and more.






CONTACT



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