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For Immediate Release

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TMCP Building Systems Establishes Brands for its Products

TMCP Building Systems of Burlington, Ontario today announced that it has established new brand identities for its advanced light gauge steel framing and composite precast concrete panels.

ThermAlloy™ Building Products is the brand name of TMCP's family of patented building products engineered on the principles of high strength-to-mass and greater thermal efficiency. The name connotes superior thermal performance of all the products and the joining together (alloy) of the light gauge steel products with precast concrete to form advanced composite panels for floors, walls and ceilings.



DeltaStud™ is the brand designation of the ThermAlloy light gauge structural steel wall stud. DeltaStud's open-web design dramatically reduces thermal bridging with no loss of structural strength, as proven in extensive laboratory certification testing.



MegaJoist™ is the brand name of the ThermAlloy super-strong light gauge steel floor joist. Its large oval-shaped openings permit easy routing of plumbing and HVAC services, yet OmegaJoist tests stronger than solid web steel joists of the same gauge.



ThermAlloy Building Products are available to builders and developers around the world through a growing network of licensed producers. The new product brands will help these licensees benefit from upcoming marketing and promotional programs intended to educate construction professionals on the many benefits of these breakthrough building products. The theme of those programs and, indeed, of the overall ThermAlloy Building Products position in the marketplace is captured in the ThermAlloy positioning statement:

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