



FOR IMMEDIATE RELEASE

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## **Pow-R-Wall Launches as the New Name for Proven Vertical ICF System**

**Orlando, FL, February 17, 2026** — The Hobbs Vertical ICF Wall System, a long-standing name in vertical insulated concrete form construction, has officially become Pow-R-Wall, marking the next chapter of a proven system.

Pow-R-Wall operates under Resilient Building Products; a construction solutions company focused on high-performance building systems. Resilient Building Products also owns Rub-R-Wall, widely regarded as the gold standard in waterproofing. International Builders' Show attendees can see both products in the West Hall at booth W8373.

Pow-R-Wall installs vertically, streamlining wall assembly and reducing concrete. Our proprietary "Contour Wall" design uses 60% less concrete than a traditional poured wall, 40% less concrete than ICF block systems, and eliminates the need for expensive, specialized ICF bracing. Pow-R-Wall is a 5-in-1 system integrating structure, insulation, framing, moisture barrier, and air barrier. The system requires 50% less labor than block ICF and provides 39% more insulation. Each project includes engineered, stamped shop drawings, supporting disaster-resistant and energy efficient construction.

“Pow-R-Wall marks the next step forward for this system,” said Andy Hobbs, founder of the Hobbs Vertical ICF Wall System. “It builds on a proven engineered design and allows us to better support builders. The name has changed, but the engineering and performance remain the same.”

“Builders are under increasing pressure to do more with less,” said Ben Stegmann, owner of Resilient Building Products. “Pow-R-Wall fits naturally alongside Rub-R-Wall as both are proven systems designed to solve real jobsite challenges. Together, they support more efficient construction, improved building performance, and long-term durability.”

### **About Pow-R-Wall**

Pow-R-Wall is a proven vertical insulated concrete form (ICF) wall system engineered to help builders construct faster, more energy-efficient structures with less labor and material waste.

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For more detailed information see our websites:

<https://www.powrwall.com/>

<https://www.rubrwall.com/>

<https://www.resilientbuildingproducts.com/>