



Noble Company
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Noble Company History:

1946...The Baby-Boom had just begun, Truman was president, and only 6,000 US homes had a new piece of consumer electronics called the “television”. 1946 was also the year Ben L. Lowell founded Noble Company in the Lake Michigan town of Grand Haven, Michigan. From humble beginnings, Noble has grown into an active leader in the Tile Industry, while still keeping the personal touch and valuing hands-on experience.

In 1964, Noble introduced the forerunner of what is now known as Chloraloy. This Chlorinated Polyethylene (CPE) liner has been installed in thousands of showers and is now one of the staples of waterproofing in full mortar bed applications. In over 45 years of installations, there has never been a confirmed Chloraloy product failure. In the mid-80s, Noble invented NobleSeal TS, for thin bed applications and waterproofing. Since then, this sheet membrane has been imitated by many, but never duplicated.

As time went on, Noble lead the industry with the introduction of several other tile related membranes: CIS for crack isolation, NobleDeck for exterior waterproofing applications, and SIS for sound reduction. In fact, Noble built a full sound testing and development laboratory for the continued measurement and improvement of SIS membranes. Recently foam niches, benches and curbs and adhesives were added help round out the line.

Noble prides itself on projects big and small. They’re proud to be installed in the showers of thousands of individual homes, condos, and apartments. At the same time Noble products can be experienced in large-scale projects such as the Bellagio, Wynn Resorts, and City Center properties in Las Vegas, UC Irvine and Laguna Honda Medical Centers in California, and the tallest building in the world, the Burj Dubai in the UAE. When failure is not an option, companies choose high quality, highly reliable Noble products.

Moving forward, Noble is introducing its new 2009 products: Wall Seal, a high-quality, but lower cost PVC sheet membrane for waterproofing walls; and ProBase, a one-piece, thinsettable shower base that will provide the installer with maximum installation speed, reliability, and repeatability.

With plants in Baton Rouge, Louisiana and at the headquarters in Michigan, Noble Company is an American company making products in the USA. Noble is proud of its past, but continues to press forward with big company innovations backed by small company service and support.