



LITIGATION SUPPORT CASE STUDY

Fighting False Accusations of Toxicity on Chinese Drywall

The Objectives

EvClay represented one of the biggest drywall manufacturers during the “Chinese drywall” crisis. The firm managed the U.S., EU and Asian media. We were part of the legal team and gave our input as needed. Through our litigation support services, the firm was able to provide proactive recommendations.

The Work

With a situation of this scale, we were on call for the media 24/7. EvClay provided litigation support impacting journalistic inaccuracies and misleading information put out by plaintiffs' lawyers against client, Knauf Plasterboard Tianjin (KPT), from the launch of consumer complaints to the consolidation of class-action suits in federal court in New Orleans. The agency addressed strategy of false media impressions that KPT was the sole plasterboard in homes in question and that all KPT board was defective.

Final Results

The results were a shift in coverage making it a possibly domestic and Chinese problem not a single manufacturer problem. Media brought attention to multiple Chinese plasterboard manufacturers and several U.S. manufacturers such as Georgia Pacific and National Gypsum.

The media began using KPT's messages including the critical fact that KPT was only a minority (20%) manufacturer, yet had taken 100% of the responsibility for research and testing to find a resolution. In addition, the media incorporated the company's concern about the health and safety of homeowners and reinforced their cooperation with government agencies.