

Project:

Pre-engineered building for a regional distribution warehouse

516,000-square-foot roof
(1/4 on 12 pitch, standing seam)

Insulated with Owens Corning FIBERGLAS® R-19 insulation

Building Owner

Do it Best Corporation
P.O. Box 868
Fort Wayne, IN 46801-0868
260-748-5300
www.doitbestcorp.com

General Contractor

Hagerman Construction Corporation
510 W. Washington Boulevard
Fort Wayne, IN 46802
260-424-1470
www.hagermangc.com

Building Erector

Sure Steel, Inc.
9632 S. 500 West
Sandy, UT 84070
801-255-0578
www.suresteel.com

Insulation Distributor & ELAMINATOR franchise holder

Daw Construction Group LLC
12552 S. 125 West
Draper, UT 84020
801-553-9111

Photos by Phototechnik International,
Las Vegas, NV.

For the project in Mesquite, Daw had two certified operators on the job.

"We had both of our CEOPs on the roof and four to six other guys," says Mason. "All you need is one (CEOP), but we worked that building on both sides so we had ELAMINATOR equipment on each side of the ridge.

"We sent a fairly large crew to give us more skilled workers out there. Although we only had two official CEOPs, we probably had the equivalent of four because some of the other guys have enough skill and they've done so many jobs already. When we got started on this job, we were off and running."

Mason said the weather was mostly good when they did the work.

"There was a little bit of wind but we were able to continue to work," he says. "There are very few times we get kicked off of a job because of wind, and when we do it's based on the fact that the steel erector feels it is no longer safe to work because if they lift the panels too high the wind will catch them.

"I've had contractors tell us it was a little windy out there and normally they would stop, but the ELAMINATOR equipment held the insulation down and provided the safety they needed to continue to work and so it was a real big benefit for them."

What does Mason see as the key to high productivity rates with the ELAMINATOR system?

"The number one key is working with an erection crew that understands the value of the ELAMINATOR 300 series system," says Mason without hesitation.

"Once the steel erectors understand that, they realize they can increase their square footage of roof down per day. Once they understand the safety and the value that's there in productivity, they become committed to it.

"Safety is always more important than productivity," continues Mason. "But then, if you're able to be safe and put down more square footage in a day, that's really the value we deliver.

"When they work with us, they see that value; they see how we are willing to work with their people as a team. They see how Daw will come in with their guys and help out.

"Our customer's crews say they like the system. 'We did better; it went better for us,' they say. That's the value the contractors and the erectors will see, but without having done a job with us, it's hard for them to understand all the value and how it can positively impact their company and their personnel," adds Mason.

"Once a customer has that experience, they tend to choose Daw and the ELAMINATOR system."



Daw Construction Group Builds Strong Team Around Owens Corning ELAMINATOR® System



Mesquite, NV



OWENS CORNING WORLD HEADQUARTERS
ONE OWENS CORNING PARKWAY
TOLEDO, OHIO, USA 43659

1-800-GET-PINK
www.owenscorning.com

Pub. No. 101289 Printed in U.S.A., June 2005 Copyright © Owens Corning.
*The color PINK is a registered trademark of Owens Corning.



“It’s not us vs. them; it’s all of us working together to get the job done.”

Darryl Mason, Project Manager, Daw Construction Group

Contractors and steel erectors typically mention three things when talking about the Owens Corning ELAMINATOR® 300 Series System for insulating pre-engineered buildings – safety, productivity and appearance. The folks at Daw Construction Group LLC list a fourth benefit – teamwork.

A recent example of their collaboration with others took place in Mesquite, Nevada, where Daw and Sure Steel, Inc. put an insulated roof on a 516,000-square-foot building in less than three weeks. The project involved a Butler® building (Landmark™ 2000 with MR-24 roof system) being erected for Do it Best Corporation, a buying cooperative representing 4,100 independently owned hardware and home improvement retailers. Hagerman Construction supplied the Butler building, served as Construction Manager and contracted with Sure Steel to erect the building and supply the insulation.

While the Owens Corning ELAMINATOR System certainly contributed to safety and productivity on the job, Darryl Mason, Project Manager for Daw, says the willingness of the teams to pitch in and help each other was also a significant factor:

“We don’t mind carrying sheet to where it is needed, we don’t mind throwing out standing seam clips or helping out with other work to get the roof down,” explains Mason. “It’s not us vs. them; it’s all of us working together to get the job done. That’s the benefit to the contractor and the erector when we work with them.”

Bruce Hoskisson, President of Sure Steel, agrees with Mason’s assessment of the cooperative spirit that pervades the two companies.

“We team up as Sure Steel, Daw and the ELAMINATOR system,” says Hoskisson.

Even though Daw is the franchise holder and not Sure Steel, Hoskisson says his company does everything it can possibly do to sell the ELAMINATOR system.

“It’s not always possible because of the size of a job but we sell it whenever we can,” he continues. “We even discount the cost to make it more attractive.”

What sold Sure Steel on the ELAMINATOR system, according to Hoskisson, were those familiar two reasons – productivity and safety.

“We’re all doing whatever it takes to maintain productivity. When we help them, they win. When they help us, we win and there is no ‘stand-around’ time. You won’t hear any comments from either company about ‘that’s your job.’ That’s a lose/lose situation and we’re a win/win team.”

Hoskisson and Mason say the two companies have worked together with the ELAMINATOR system since it was first introduced by Owens Corning.

“We were one of the first companies to try the ELAMINATOR system as a prototype,” says Hoskisson. “We started with the 100 series and when the 300 series came out we jumped right on it. We’ve been proponents of the 300 series ever since.”

“They are definitely the two main factors – we’re getting better productivity and safety. Also, when the job is done the owner will have a much better looking insulation job compared to having my people up there doing the job by hand.”

“Looking at the job from the ground inside the building, the ELAMINATOR system will produce much cleaner lines and a much smoother look than you could get by hand installing the insulation across the trusses.”

When asked to be specific about productivity gains with the ELAMINATOR system, Hoskisson is reluctant to provide information that could help competitors bidding against him. He will say he believes that the ELAMINATOR system helps him achieve

ELAMINATOR Insulating System Features

Safety: Patented 300 Series machines comply with OSHA fall protection standards 29 CFR 1926.500-502.

Productivity: The ELAMINATOR system improves production and allows work to continue on days when windy conditions would normally prevent roof sheeting.

Performance: The installed system meets ASHRAE 90.1 standards with u-values obtained by a computer model, and ANSYS finite element analysis validated by hotbox test ASTM C 976.

Appearance: Facing seams are tightly lapped over the purlins where they are not exposed. A continuous vapor retardant over the purlins helps control moisture condensation, avoiding a major source of potential damage.

Availability: The ELAMINATOR system is available through franchised Owens Corning laminating fabricators throughout the United States.

Certification: The Owens Corning ELAMINATOR certified operator program provides additional assurance of quality installations.

The ELAMINATOR Process

The Owens Corning ELAMINATOR insulating system includes equipment and processes for installing insulation on the roofs of pre-engineered metal buildings. The patented system enhances builder/erector productivity and meets the thermal performance needs of metal buildings. The 300 Series machine, like the one used in Mesquite, also complies with U.S. Occupational Safety and Health Administration (OSHA) safety guidelines for fall protection on most roofing insulation projects.

Traveling smoothly across purlins or bar joists, the ELAMINATOR system unrolls facing and permits the installation of ELAMINATOR insulation across the building structure for single layer applications, or unrolls the patented folded facing which permits double layers of ELAMINATOR insulation between, as well as over, the purlin structure. The result is a uniform interior look that is sculpted, clean and bright without any exposed facing seams.

Quality installation is assured because an operator certified by Owens Corning must be on site to help install and operate the equipment at every project.

somewhere in the neighborhood of a 15 to 20 percent labor savings, depending on the project, type of insulation and roof.

“I am comfortable with that range and confident that we can achieve those results consistently,” he adds.

“A lot of people are savvy about safety these days and some of them are using another system for fall protection,” continues Hoskisson. “We don’t like the other system because we believe there are larger areas where tie-off protection is required when our guys are installing the equipment and stretching it out. With the ELAMINATOR system there are a few small areas where we need to tie off workers, such as when they are completing the last few feet of roof, but with the other systems our people would require tie-off protection over the whole roof while they are installing it.”

Hoskisson says safety and productivity are also the leading benefits for his direct customers, the general contractors.

“The leading-edge protection provided by the ELAMINATOR system is one of the best ways to prevent falls,” he explains.

“We calculate that we’re also providing a product up to 20 percent faster. This results in on-time delivery, or we might even be ahead of schedule. Providing an early schedule or meeting the schedule are two benefits to clients when we use the ELAMINATOR system.”



“They are paying a premium for the system but on the other hand they are safeguarding themselves, which is especially important if they are under an owners control program that would penalize them for delays. Nobody wants to be sitting on a 500,000-square-foot roof for days on end.”

Mason of Daw says the project in Mesquite was also one of the largest projects the two companies have worked on with the ELAMINATOR System.

“It is certainly the biggest one we’ve done,” says Mason. “We’ve done a couple of 320,000-square-foot projects and so forth, but nothing in the half-million-square-foot range. We got it done in less than three weeks. It really, really went quickly!”

Asked how they achieve such high productivity, Mason says Daw does things a little differently.

“We supply our own men to run the crew,” he says. “We do not subcontract Certified ELAMINATOR Operators (CEOPs) from somewhere else. They are employees of Daw Construction. Another company like us may use a CEOP but they’ll subcontract him from another company. They don’t use their own in-house guys and we do. We’re able to have a lot greater control with our men. And I think we do better training.”

“Safety is also better because they’re our employees and we’re at risk along with them. We want to make sure everything is right and we believe there’s enough value in the ELAMINATOR system that we can employ these guys and keep them busy full time. I think that’s why we’re successful.”

Patented System is Industry Benchmark

“The ELAMINATOR insulating system has been the industry benchmark since its introduction in 1993,” says Jennifer Rygalski, Owens Corning business manager for metal building insulation. “Despite having the best system in the marketplace, we continue to make improvements that enhance safety and productivity.”

The ELAMINATOR Insulating System is covered by a series of patents, the newest being one for the perimeter guardrail system used with 300 Machines. The guardrail system provides a safe work zone for roofers from eave to ridge, without the need for a personal fall-arrest system.