



## Service Partners

Service Partners was formed in 1998. By executing an aggressive acquisition strategy the company quickly became the largest distributor and one of the largest installers of residential fiberglass insulation in North America.

Service Partners operates more than 100 distribution and contracting locations throughout the United States. In addition to residential fiberglass insulation, the company's product offering includes metal building insulation, roofing, drywall, fireplaces, acoustical ceilings, FRP panels and shelving systems.

"The keys to our success have been our commitment to service, developing key partnerships and our people," says Lonnie McCarron, senior vice president of Service Partners and head of the company's metal building insulation (MBI) business. He is also a brother of CEO Randy McCarron.

The Service Partners product line includes residential fiberglass insulation distribution and contracting, fireplaces acoustical ceilings, FRP panels, drywall, shelving and roofing.

Through some of their acquisitions, Service Partners obtained four lamination facilities for MBI. After early experiences with those operations were positive, the company decided to expand that segment of the business and now has 12 facilities. A 13th location is scheduled to open soon.

Service Partners is also the newest ELAMINATOR system franchisee. The company added the system in March 2002 and surprised themselves with the speed of their success.

"We really didn't know what to expect," says Lonnie McCarron. "Our first impression was that it was going to be a very difficult sale because of the cost and the fact that the selling proposition was something new for our company. We thought the most difficult part would be taking our guys from what they understood already – selling materials – to selling materials, labor and a mechanical system. It was definitely a different sale for us. But by June, we were off and running and had more than a million square feet under contract.

"Now, in our second year, we're still doing very well," continues McCarron. "Introducing the ELAMINATOR system didn't take two years like a new product normally does, and it has allowed us to grow our market share and sell to companies we were not able to sell in the past because we did not provide an installed system."

## Keeps on going – safely

What is McCarron's favorite part of the ELAMINATOR system? He says he has two – the ability to keep working under adverse conditions and safety.

"Wind is the biggest culprit in shutting a job down," he explains. "A lot of times you have to shut the job down when the wind gets above 10 to 15 miles an hour, and that can be as early as 10 or 11 o'clock in the morning.

"But the biggest reason for having a system like that is the safety aspect," adds McCarron, alluding to the fact that the ELAMINATOR 300 system complies with OSHA fall protection standards.

"The customer ends up getting the safety aspects of the system for free because they decrease their labor cost and the overall time to complete the project.

"We're happy with the ELAMINATOR system," concludes McCarron, "And more important, all of our customers have been happy with it."

## Project:

106,099-square-foot pre-engineered building for manufacturing plant and warehouse

Half purlins and half widebay trusses

Insulated with the ELAMINATOR 300 system  
Managed installation by Service Partners

### General Contractor

Lee Adcock Construction Company  
P.O. Box 1457  
Shelbyville, TN 37162

931-684-1771

### Building Erector

A & H Erectors  
(Address & phone & website?)

### Building Manufacturer

VP Buildings  
3200 Players Club Circle  
Memphis, TN 38125

800-238-3246  
www.vp.com

### Insulation Distributor & ELAMINATOR franchise holder

Service Partners, LLC  
1327 Northbrook Parkway, Suite 440  
Suwanee, GA 30024

888-784-7624  
www.service-partners.com

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# ELAMINATOR® System from Service Partners

## Insulates Project with Widebay Trusses and Purlins



Shelbyville, TN



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Service Partners thought they might have a problem when they were asked to bid on a job needing the Owens Corning ELAMINATOR® insulation system in Shelbyville, Tenn. The 121,000-square-foot pre-engineered building would have purlins on half of the roof – which Service Partners is very familiar with – but the other half would have widebay trusses introduced a few months earlier by VP Buildings. The job would be the first project using the ELAMINATOR system on the new widebay trusses.

Assured by Owens Corning that the ELAMINATOR system would work with the new widebay truss system, Service Partners bid the job as usual and got the contract. When it came time to do the job, Certified ELAMINATOR Operator Randy McCarron, the insulation systems project supervisor managing the job for Service Partners, contacted the Owens Corning Service Center in Florida and arranged to have a few special parts shipped to the job site.

The result: The wide bay truss section was no different than the rest of the building.

“It took some modification to our power pullers, but outside of that, the widebay trusses were simple to do,” says McCarron. “Once everything was going, it was a piece of cake.”

### Becoming a believer

Lee Adcock, owner of Lee Adcock Construction and the general contractor for the project, agrees with McCarron’s assessment. It was Adcock’s first experience with the ELAMINATOR system and he became a believer in the process.

“I like the system,” says Adcock. “I like the way it goes down. For a building that size (100,000 square feet) and bigger, the ELAMINATOR system is the only way to go.”

Although Adcock became a fan, the process didn’t start the way he had hoped. It was also the first ELAMINATOR system experience for the crew installing the insulation and they needed to learn how to work with the equipment.

“It takes some time for the guys to get comfortable with it and change from what they’ve been used to doing,” explains Adcock. “It took them probably about a week and a half to really get comfortable with it, to be able to make good time. But once they got used to it, they were doing 12 to 15,000 square feet a day, so they wound up doing very well.”

Adcock says the building owner will use the facility for manufacturing and warehouse space. The widebay truss section will be used for manufacturing and the purlin section will be warehouse space. Purlins were used on other half of the building because the owner will use cranes in that section and narrower joist spacing is needed to support the cranes.

The widebay truss section has fewer columns to work around in setting up the manufacturing operation. The widebay section also feels open and airy compared to the purlin section, and when combined with the ELAMINATOR system’s clean white ceiling and hidden facing seams, the space will be very well lighted for manufacturing.

“Widebay is something our company is going to use quite often when we can,” says Adcock. “With widebay trusses, you don’t have as many columns; you can span 50 feet instead of only 30 feet with purlins. When you do that, you lose the cost of the columns and the concrete for the footings. It just makes for a cost-effective building when you’re using larger bays.”



“For a building that size and bigger, the ELAMINATOR system is the only way to go.”

Lee Adcock, Lee Adcock Construction

### Rocky Start Ends in Strong Bond

McCarron says his relationship with the ELAMINATOR system was also a little rocky at first.

“My first experience with the system was difficult,” he admits. “The second one got a little better, but now the machine and I have a bond – we see eye to eye.”

“The difference, I’d have to say, is experience. I just stuck with it and now I’ve been told I’m the lead ELAMINATOR operator in the United States.”

“My first experience with a new crew is usually not bad, but it’s not that good, either,” continues McCarron. “When I come to a job site, the crew can be a little skeptical. They don’t understand what my role is and the benefits of the ELAMINATOR system. It was no different on this job. After breaking the ice, my relationship with the crew in Shelbyville became stronger. By the end of the project, the crew was better trained on the ELAMINATOR system and we were all working in sync. After the first project with a crew, the next ones get easier and more productive.”

### Patented system is industry benchmark

“The ELAMINATOR insulating system has been the industry benchmark since its introduction in 1993,” says Rod Clair, 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.

Kent Holt, assistant to Adcock, was at the project on a regular basis and echoes McCarron’s comments about the importance of experience and having a good crew.

“I could tell right away the machine’s gonna do what the machine’s gonna do, it’s the people around it that make it,” explains Holt. “If the crew is lagging, the machine lags. It’s going to keep up with them.”

Holt says the next time the company does an ELAMINATOR project he will recommend having Service Partners bring along their own crew.

“I wish I’d done it this time, but it was new to us,” says Holt. “And in defense of the crew doing it, they’d never done it before either so we all learned in the process. Once they got it going on, I couldn’t have asked for a better job.”

An option being considered by Adcock is training for the crew before the project starts.

“I would make sure we work in some formal training prior to really getting started on the roof,” says Adcock. “Or at least allow four or five days for them to get adjusted instead of expecting them to just right-out-of-the-box get 10 to 12,000 square feet done in a day. It just ain’t gonna happen if they’ve never used it before.”

Adcock and Holt both had praise for the work of CEOP McCarron.

### 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 machines, like the one used in Shelbyville, also comply with U.S. Occupational Safety and Health Administration (OSHA) safety guidelines for fall protection on most roofing insulation projects.

Traveling smoothly across the 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.

“We couldn’t ask for a better person,” says Holt. “He did an excellent job. He had a good sense of urgency and he cared about our productivity.”

“He told us what was going to happen and he made it happen,” adds Adcock. “That’s what we look for.”

### Finished appearance stands out

While the productivity numbers are important, Holt believes the ELAMINATOR system’s aesthetics are what really makes it stand out from the competition.

“It stands alone when the job is finished,” he says. “The ELAMINATOR system just gives the building a nice finished appearance, and I know when we get the lighting hung in there, it’s really going to show up. The ELAMINATOR system just gives the ceiling an overall good aesthetic; it brings it out.”

### 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 insulation to be installed on days where 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 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.