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## Dryvit Outsulation Chosen to Clad Tallest Tunnelform Concrete Project in North America

**I**t looms over Atlanta's impressive skyline and ranks as one of its most impressive structures. The gargantuan Paramount at Buckhead project is more than just one of Atlanta's largest and most impressive buildings. It is, in fact, one of the tallest and most impressive residential concrete tunnelform projects in the world.

This extraordinary 300-unit luxury high-rise apartment project is believed to be, at 44 floors and 479 feet, the tallest structure ever built in North America using tunnelform concrete construction. Recognizing the unique benefits that Dryvit EIFS could provide — in particular the ease with which exterior walls could be panelized off site and trucked to the job — the developer chose to clad this majestic building with more than 300,000 square feet of Outsulation® with Sandpebble® finish.

“The Dryvit EIFS was a perfect fit for this project because it is a high-performance, cost-effective cladding choice that could be panelized off site and brought in quickly to be erected on the wall. It helped to keep us on a very tight project schedule,” said Jerry Brown, Vice President of Construction for The Hanover Company, the Houston-based developer. CPD Plastering in Atlanta was the applicator. Damon Rose of CPD said, “I couldn't be happier with the Dryvit product. Color was uniform; and the finish worked consistently, too.”

The project schedule was intense, allowing for only 10 months to construct the massive luxury apartment complex that would yield a rentable area of almost 385,000 square feet. It also features a five-level underground parking garage. Not only was the project ultimately completed on time — it was actually completed in an astounding nine months and delivered exactly 30 days prior to the actual contract delivery date.

“There were lots of factors that allowed us to accomplish that scheduling feat, and Dryvit's ability to deliver its product in a form that met our needs and on a schedule that was demanding was certainly an asset to the project,” offered Arnold Baker, a Hanover Project Manager who worked on the Paramount at Buckhead project.



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The tunnelform technique used on the project by French company Outinord resulted in the ability to erect one full floor every three days — about 25% faster than if more traditional concrete construction techniques had been employed. They were able to get concrete pours of up to 4,490 gross feet per day to keep the project on schedule. The design of the tower called for the thickness to vary

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# Custom Brick's Success Continues to Stack Up

Residential or commercial, big or small, new construction or retrofit, complicated or straight down the middle-whatever the project requirements, Dryvit's Custom Brick™ finish is demonstrating that it is a proven winner. Two different projects in Illinois show why.

One is a residential condominium project in an upscale neighborhood on the outskirts of Chicago. The other is a commercial luxury car dealership “down state” in Springfield.

According to John Ailport, General Superintendent for Silver Moon Properties, the builder and developer of the upscale Brown Street Condominium project just outside of Chicago, Custom Brick was the perfect choice. “We’ve done quite a few brick residences in and around the city, and we have been exceptionally pleased with the results we have gotten using the Custom Brick product,” said Ailport, who indicated that his company wanted to achieve an antique brick look that was exceptionally difficult to accommodate in a city where traditional red brick is the dominant player.

Phase I on the Brown Street project, which includes 37 high-end units featuring 25,000 square feet of Custom Brick Finish over Dryvit's Residential MD System®, is done. Phase II will also include Custom Brick. “We’re real happy with it, and we’re excited about using Custom Brick Finish on our future projects,” said Ailport. Andrew Banasik, the owner of the contracting firm Stucco Concepts, Inc. of Prospect Heights, Illinois, said that the application of the system was smooth and error free. According to Banasik, “Dryvit makes an excellent system, and the Custom Brick product is an outstanding one. You can make an exact replica of any clay brick.”



*Brown Street Station*

For Isringhausen, a luxury car dealership in Springfield, Illinois, Custom Brick Finish turned out to be the solution they were looking for. Isringhausen had two brick buildings. One of the buildings was more than 100 years old and needed a complete facelift in order to match the dealership's other brick showroom. The owners were presented with Dryvit's Custom Brick Finish as an option. The project's General Contractor and applicator, Construx of Illinois, was very familiar with the Custom Brick product. Mike Pusch of Construx said, “I knew it would work great for this. I had a lot of experience using Custom Brick in the past.” Pusch told the owners the benefits of using Custom Brick Finish, including cost, insulating value and speed of application. Mike also said, “We did part of the project through the winter; I believe it went quicker than it would have with clay brick. The owners showed us some clay bricks and basically said to match

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*Isringhausen Car Dealership (before)*



*Isringhausen Car Dealership (after)*

# Insurance Opinion Leader Provides Guidance to Underwriters

**A**re all EIFS contractors created equal? What factors do insurance underwriters consider when deciding whether or not to write coverage?

Well, these questions were addressed in an article published by the International Risk Management Institute (IRMI). Founded some 25 years ago, IRMI is a recognized and

respected source for risk managers, agents/brokers and other insurance professionals to consult when making decisions, including whether or not they should consider writing insurance for certain industries, market segments and professions.

While making a strong and compelling argument that the insurance industry can find ways to insure EIFS contractors, the article's author goes one step further by providing underwriters with a questionnaire to help them assess the level of risk associated with writing insurance for individual EIFS contractors.

## IRMI questionnaire. *How do you stack up?*

YES NO

- Is the contractor properly trained in EIFS installation?
- Do employees have product-specific training?
- Does the contractor have a quality-control manual, including an installation and project-completion checklist? Are the latter items used consistently?
- Does the contractor always use a single manufacturer's components on each project? Does the contractor maintain current documentation on products?
- Does the EIFS product the contractor uses have full code approval from the model code agency in its territory?
- Does the contractor require plan reviews by the EIFS manufacturer as part of its contract to do the work?
- Does the contractor primarily install drainable systems?
- Does the contractor require written contracts with (a) a well-defined scope of work, (b) an arbitration clause for disputed items and (c) pre-construction meetings and coordination requirements?
- Does the contractor have a process to document and correct nonconformance issues discovered in the building process?
- Does the contractor perform a post-completion inspection to document any changes made to its original work (e.g., installation of signs, lighting or other attachments requiring holes through the system)?
- Are subcontractors used to perform all or any part of the EIFS contract? If so, what quality-control criteria does the contractor have for its subcontractors?
- Is the contractor willing to walk away from the job if quality is being compromised?

IRMI also recommends that insurance underwriters consider whether or not a contractor has completed AWCI's EIFSmart certification program.



Thanks to Novinger's Inc., Dryvit was part of an art exhibition in Harrisburg, Pennsylvania. TerraNeo® and other Dryvit finishes were used to "dress up" their cow exhibit in front of the capitol building.

# The Contractor Corner

*Skipworth — a Leading Name in the Lathing and Plastering Business for Nearly 50 Years*



In 1956, J.C. Skipworth started Midwest Plastering, a stucco and plastering application business. A quarter of a century later, Skipworth Construction Systems Inc. (SCS) was established by J.C.'s sons, Jimmy and Kenny Skipworth.

Headquartered in Wichita Falls in Northeastern Texas, SCS today does work in more than one dozen communities in an area that stretches between Dallas and Oklahoma City.

The Penguin Press recently had the opportunity to talk with Kenny, Skipworth's Vice President in charge of the company's EIFS and plastering business.

"My brother, Jimmy, began lathing in 1963; and I began lathing in 1969," said Kenny. Today, Skipworth Construction employs more than 60 people, including the next generation of Skipworths. "Jimmy has two sons, Jimmy Jr. and Brad; in the business; and I have one son, Kenny Jr., in the business as well.

"We probably average over 50 Dryvit projects a year of varying sizes with approximately 90 percent commercial and 10 percent upscale residential work," Kenny said.

According to Kenny, the James V. Allred prison in Wichita Falls, has been the biggest and most memorable Dryvit EIFS project to date. "It has been our largest Dryvit job so far. More than 400,000 square feet of Dryvit was field-applied,

and the project had a very short critical path schedule."

Taking care of the business and the customer have been cornerstones of Skipworth Construction's success. "We feel the keys to our success come down to maintaining a solid financial foundation on the business side while providing a quality product for our customers. That means prompt response times with a professional demeanor. It's also been vitally important to perform sound estimating and prudent project and resource management," said Kenny. Leveraging their own experience with an eye on future innovation is also important.

"Jimmy and I both credit our construction field experience as the key to effective management. We also recognize the importance of utilizing the vast array of technological tools that we have at our disposal to help us expeditiously manage information, which includes, for example, document retrieval and disbursement."

"We are ahead of last year's volume and remain optimistic about the future. The recession has had some negative effects but not as bad as some parts of the country or state," reported Kenny. The Skipworth team is having a solid year, and the future looks promising.



## MTD and Dryvit Show "You Can" in Ukraine.

*Founded in 1999 by Yuriy Ivanovich Malashenko and Armen Grantovich Matevosyan, MTD Ltd is proving to be an MVP (Most Valuable Plasterer) throughout the Ukraine. Comparable in size to Texas and situated between Poland and the Black Sea, the weather temperatures vary from cold in the north to warm in the south along the Crimea. The versatility and unrivaled energy efficiencies realized by using Dryvit EIFS have helped MTD take off. Today MTD has approximately 400 employees. According to Yurify and Armen, MTD has applied more than 300,000 square meters (3,000,000 square feet) of Dryvit EIFS on projects big and small.*



# Contractor Helps Palazzo di Bocce Owner Realize His (Bocce) Field of Dreams

*“If you build it they will come...”*

**A**nd they are coming in droves to the striking Palazzo di Bocce, a new high-end social club just outside of Auburn Hills, Michigan. Crowds gather for its unique and compelling exterior as much as its impressively maintained bocce courts and engaging social environment. The club’s well-appointed restaurant and bar nicely complement the busy bocce courts, but it is the impressive Old World exterior appearance that is drawing rave reviews — and attracting great interest in the club and its success.

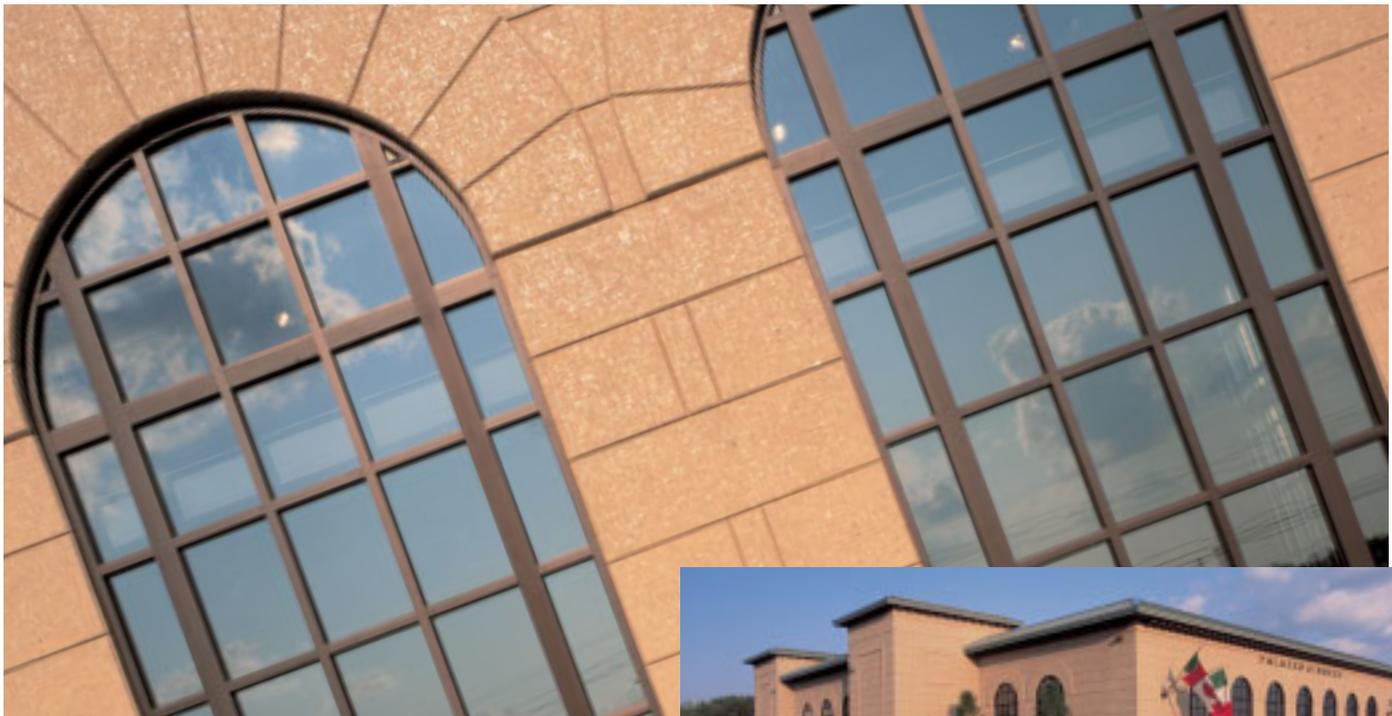
Ben Fredal, Vice President of Dryvit distributor Specialty Distributors, Inc. of Livonia, Michigan, says the distinctive building exterior probably never would have been possible without the intervention of the project applicator, Jasman Construction, Inc. of Whitmore Lake, Michigan.

“The job had been originally specified to have a stone appearance. The owner was looking at EIFS options but wanted something a little bit more,” Fredal said. “They (Jasman) were the ones who made the determination to show the owner the TerraNeo®; and, to be honest, they fell in love with the look right away.”

All it took to make the point was a standard 12'x12' mockup made for the owner that showed the TerraNeo finish on one side and a competitor’s product on the other.

“It was a slam dunk,” says Jasman President, Lee Jasinski. “The owner took one look at the TerraNeo and knew that was what he wanted on his building. It is such a unique finish that looks so much like high-end granite. When owners realize they can get that look at far less than they would pay to have natural granite on their walls, it isn’t a very difficult decision to choose the TerraNeo.”

With the TerraNeo concept sold to the owner, Jasman then set about the process of constructing impressive 60-foot long panels in their shop, trucking them to the job site and installing them into a completed wall system. Some field-applied work had to be done as well. The result was a very impressive 20,000 square feet use of TerraNeo Finish over an Outsulation® System that demonstrates the design flexibility and architectural elegance you can easily achieve with the product.



# Hog Wild in Poland



Krzysztof Wodecki (left); Krzysztof Kolodko (right)

Mixing a business trip to check on Dryvit's successful European operation with his long-standing personal passion for Harley Davidson bikes, Dryvit President, Peter Balint, took to the roads in Karpacz, Poland with Krzysztof Kolodko and Krzysztof Wodecki. They joined about twelve hundred other Harley Davidson enthusiasts in the 3rd Polish H.O.G. Wild West Rally.

An avid rider of Harleys for years in the United States, Balint spent three days riding the southeastern countryside of Poland on a Harley. The ride took the three men through the picturesque Polish countryside, by some centuries-old castles and finally to a replica of an Old West American town called — appropriately enough — Western City in Karpacz.

"It was a great experience getting to ride in Europe and to see so much of that beautiful country in the process," said Balint. "I always enjoy opportunities to be with our customers and see how they are doing in the field. To be able to combine that with a chance to ride a Harley through some of the most beautiful countryside in the world was an unexpected pleasure. I will say that the power and popularity of a Harley quickly breaks down a lot of language and cultural differences!"

## Dryvit Chosen

*(continued from page 1)*

four times over 44 floors, from the base of the building to the top. The sheer magnitude of the project is impressive; the technologies used to make it possible were even more impressive.

On projects as large as Paramount at Buckhead, as well as on projects of much smaller dimension, Dryvit delivers cost-effective, high-performance solutions. First-class national developers, like The Hanover Company, turn to Dryvit for exterior cladding solutions on their highest profile work.

## Custom Brick

*(continued from page 2)*

them; so we did, and everyone was happy with the result."

Utilizing a standard 'New York Brick' template, the 15,000 square foot-plus project easily passed critical design review and was warmly embraced by municipal officials as compatible with the numerous traditional brick buildings that served as its neighbors in the city's capitol district.

"It was an excellent solution for the dealership, and Custom Brick was easily approved by the city as an exterior," Scott Smith of Ceiling Supply said. **"The owners liked the Custom Brick retrofit so much that they decided to turn around and re-face the original building — the same building they had asked us to match — in matching Custom Brick product,"** said Smith.

Whether it's upscale condominiums or an upscale car dealership, Dryvit's Custom Brick Finish stacks up nicely and provides unmatched value.

Visit our website at:  
[www.dryvit.com](http://www.dryvit.com)

# Super-sized Stores Super for Applicator and Dryvit in Latin America

**B**urgers and fries are not the only things consumers want super sized. The growing trend to offer consumers bigger and more-inclusive stores like Sam's Club, Home Depot and Lowe's is not unique to the United States by any means. In Latin America, the construction of large super stores is hitting full stride, and that continues to be great news for developers, applicators and Dryvit.

One of the biggest developers of large commercial super stores in Latin America is a company called Cencosud. Working with leading local architects, Cencosud has built a number of such stores, including Easy Homes Centers and Jumbo Supermarkets, in Argentina and Chile. They have time and again turned to Cielpanel, an experienced applicator firm, and Dryvit.

Cielpanel started out as a drywall contracting outfit many years ago. In early 2000, Cielpanel made what has turned out to be a great business decision. They got into the EIFS business, thanks in large part to Dryvit.

"Dryvit has been fantastic. Their strong commitment and continued support have been fabulous," reports co-owner Rodrigo Anazco. A member of AWCI, Cielpanel recently completed AWCI's EIFSsmart program.

The first big Dryvit EIFS project for Cencosud and Cielpanel was a 250,000 square foot super store in Buenos Aires that was completed in September 1998. The work has kept coming in as more and more Easy and Jumbo stores are being built.

"All told, we've done 10 or so of these big anchor stores over the last few years throughout Argentina and Chile, and more are in the works," said Pedro "Pete" Fernandez, Dryvit's point person for Latin America. "Big experienced developers like Cencosud have been amazed by how using Dryvit helps them stay on top of their tight building schedules. The decision to use Dryvit and an experienced applying firm like Cielpanel has been a winning combination. Factor in the wide diversity of colors that you have to choose from, the design freedoms and the insulation values, and it all adds up to a great decision across the board."

For Cielpanel, the decision to work with Dryvit was a great one, too. Co-owner Julio Delgado sums it up best, "Dryvit has opened up a whole new world of business for us."



# PEOPLE IN THE NEWS



**Philipp J. Kessler** has joined the Dryvit team as Corporate Colorist. Philipp is responsible for enhancing Dryvit's

color matching program. Prior to joining Dryvit, Philipp worked as Color and QC Manager for Sigma Coatings USA for seven years where he was responsible for managing all

operational aspects of Sigma's color and QC laboratory. Philipp earned a Bachelor of Science degree in chemistry from Zurich Institute of Technology in Switzerland.



**J.W. Mollohan** has been hired as Central Region Sales Manager. Previously, Mollohan worked as an Architectural Sales

Manager and Product Manager for G-P Gypsum Corporation, where he was responsible for managing a direct sales force and a team of independent manufacturers' agents for the gypsum-based product supplier for commercial and residential construction. He has more than 20 years of experience managing sales teams in the building and construction industry.



**Cesar Ortiz** has joined Dryvit as Texas District Sales Manager. Before joining Dryvit, Ortiz worked as an international

manufacturer of scaffold equipment and other products for the construction industry, spent five years as the National Sales Manager with Magna Wall Stucco, Inc. and also served as a member of the National One Coat Stucco Association. Ortiz brings a wealth of knowledge to Dryvit with a keen understanding of EIFS and more than 20 years of experience working with general contractors, architects, sub-contractors and developers.

## Coming to a Convention Hall Near You!

In our continued effort to support products, systems and services, Dryvit is hitting the trade show circuit hard. Chances are you live pretty close to one or more of the future events. Feel free to stop by and support the Dryvit message if you can make any of these events.

The variety of the shows Dryvit attends underscores how diverse the sales opportunities continue to be as Dryvit expands its offerings into new and exciting areas as well as many old favorites. The emphasis on residential shows, as well as shows that focus on insurance and CARE opportunities, is obvious.

In September Dryvit exhibited at the ICFA (International Concrete Form Association) meeting and Expo in San Diego. October took Dryvit to two shows: the IFMA (International Facility Management Association) Show in Salt Lake City from the 17th to the 19th and the Texas Society of Architects Show in Houston on the 21st through the 23rd.

Three shows dotted the November calendar, highlighted by the IRMI (Insurance Risk Management Institute) Show in Orlando from the 8th to 11th. Dryvit also exhibited at the Retail Construction-West Show in Long Beach, California on the 10th and 11th and at Build Boston on the 16th through the 18th.

The Building IX Conference in Clearwater Beach, Florida gave Dryvit an opportunity to make a presentation entitled "Innovative Wall Selection Approach" on December 7, and Dryvit made a triumphant return to the International Builders' Show in Orlando from January 13-16, 2005. January 26-28 had us back in Orlando for the Reward Wall Show (an ICF manufacturer).

The National Facilities Management & Technology (NFM&T) Show in Baltimore was held on March 15-17, 2005 followed by the annual AWCI Show, held in Tampa on the 1st and 2nd of April, 2005. Lastly, Dryvit will be exhibiting at the Southern Building Show in Atlanta on June 10-11, 2005.

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