



Pikes Peak Chapter

The Construction Specifications Institute



January, 2015

Volume 46, No 4

This Month's Program: Mini Product Show

Come join us for a mini product show hosted by BMC Building Materials!

BMC will have product representatives on hand for the following products:

- ◆ Tyvek
- ◆ Fortress Railing
- ◆ Trex
- ◆ BCI Engineered Wood
- ◆ Andersen Windows
- ◆ Merilatt Cabinets
- ◆ Doors
- ◆ Millwork
- ◆ Locksets
- ◆ Heatilator Fireplaces, and more!

And will demonstrate their Design Software for:

- ◆ Custom Doors
- ◆ Cabinet Design
- ◆ Truss Design

As well as a Door Hanging Machine Demonstration

Headquartered in Boise, Idaho, BMC is a best-in-class provider of diversified building materials, trusses and components, doors and millwork, and targeted construction and installation services. With a centralized internal structure and dedicated teams with a broad spectrum of experience within the supply chain, BMC covers markets with multiple locations throughout the nation, ultimately providing value to its customers. HCN (formerly Home Channel News) named BMC as its Pro Dealer of the Year for 2012.

◆ BMC Fireplaces have been installed in the Broadmoor Hotel and two 12 foot units were installed at the Balseal building at Interquest and Voyager. BMC is your center for fireplaces and outdoor living fire pits.

◆ BMC millwork has a 45,000 square foot facility in Colorado Springs and an 80,000 square foot facility in Centennial, Co. Our Centennial location has a custom door line aided by computer design and can build anything you can conceive.

◆ BMC Truss: Colorado Springs production facility with local designers.

◆ BMC was awarded Pro Sales magazine 2014 Excellence award for their design center in Salt Lake City.

ProSales
EXCELLENCE
AWARDS



Date: Wednesday, Jan. 28, 2015
Time: 11:30 a.m. to 1:00 p.m.

BMC Millwork
1805 S. Academy Blvd
(formerly Bally Fitness)
Lunch will be provided

No cost to Pikes Peak Chapter members

Please RSVP to Greg Gulliksen at
(719) 473-7225 or
gog@csnaarchitects.com by noon on
Friday, January 23rd

THE PRESIDENT'S CORNER



I hope everyone had a merry Christmas and was able to celebrate the New Year! I hope our industry will keep moving in a positive direction and keep us all busy in 2015!

If you were not able to make our December program, we were able to convince Howard

Dutzi for one more year of one of his famed slideshows. We were treated with some of his life history as he showed us Germany from when he was a child and when he visited as an adult.

With the New Year come new goals and new commitments for many, both professional and personal. The Pikes Peak CSI chapter should provide an avenue for some new goals and commitments. Please visit our website at www.pikespeakcsi.org for more information.

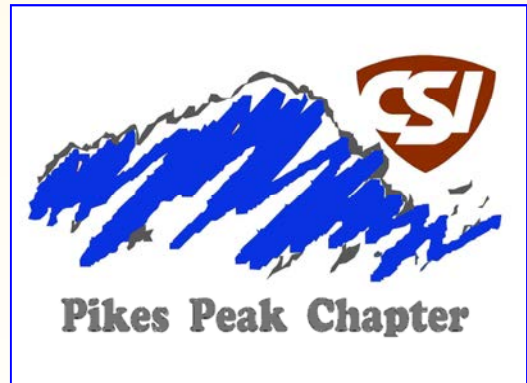
In addition, CSI national has ongoing registration for Certification Exams, including the CDT (Construction Documents Technologist), CCCA (Certified Construction Contract Administrator), CCS (Certified Construction Specifier), and CCPR (Certified Construction Product Representative). Early bird registration ends January 31. Please visit the website at www.csinet.org.

Well...Peyton Manning is helping to provide another opportunity for the Denver Broncos to win a Championship! If you're not a Broncos fan, I wish the best for your team also.

Please join us this month at the BMC plant for the mini product show. I am excited about the opportunity to see some quality products.

Mark Glass, CSI, PE
Pikes Peak Chapter President.

Pictures from last month's meeting with Howard Dutzi, who presentation included pictures from his many trips to Germany



Thinking about taking the CDT?

Have you been thinking about taking the CDT? If you have, now is the time to act! Pikes Peak Chapter CSI wants to support our members in your education efforts. We are currently offering to reimburse members who pass the Spring 2015 CDT exam \$300 for the cost of the exam, as well as cover your local chapter dues for one year!! If you know someone who is not currently a member, but would like to become one and is also interested in taking the CDT exam, we are offering this same deal to non-members, so help us spread the word! The only thing we ask in return is that you commit to serving on a committee of your choice for one year.

Getting your CDT means:

- ⇒ Adding CDT after your name, to your business card and your resume
- ⇒ Understanding how a project unfolds from conception to delivery
- ⇒ Understanding the documentation involved
- ⇒ Getting listed in the Certificant's Directory

CSI's CDT program has provided foundation training in construction documentation for architects, contractors, contract administrators, specifiers, and manufacturers' representatives for decades. As the cornerstone of CSI's certification program, it's also prerequisite to CSI's advanced certification exams: Certified Construction Specifier (CCS), Certified Construction Contract Administrator (CCCA), or Certified Construction Product Representative (CCPR) certification.

Registration begins soon. You can find more information at <http://www.csinet.org/Main-Menu-Category/Certification/CDT.aspx>, or feel free to contact any board member.

Join us at WinterGreen!

USGBC Colorado's Southern Branch is excited to announce the 9th Annual WinterGreen Event on February 26th, 2015 from 5:00 – 8:00 PM. This year we are pleased to have our event on the UCCS Campus. The event will be held in Berger Hall, and will include a presentation by Linda Kogan, UCCS's Sustainability Director. Additionally, a number of the architects and project teams, and facilities folks will be available to discuss their experience in more detail. There will be food and drinks, and plenty of networking opportunities.

The USGBC Colorado Southern Branch is also registering this for continuing education credit for LEED AP's and AIA Members. With the combination of food, drinks, networking, educational presentations, and an exciting venue, we expect a packed house of guests representing public and private entities from diverse industries like real estate, city and regional planning, facility management, commercial and residential construction, and design.

USGBC is seeking sponsorships for this event. If you are interested in becoming a sponsor, please contact Greg Collier LEED AP BD+C, U.S. Green Building Council Colorado Southern Branch, Steering Committee Chair at Greg.collier@iiconcg.com or (719) 433-6754

save the date

2015

**COMING
TOGETHER**

TO

BUILD

BETTER

5/13/15 - 5/16/15

CSI TRI-REGION CONFERENCE

Wednesday - Saturday
Hilton San Diego Resort & Spa
For more info, visit SanDiegoCSI.org

CSiWestRegion.org
Southwest.CSi.net.org
NWRegion.CSi.net.org



**2015 CSI TRI-REGION
CONFERENCE
SAN DIEGO, CALIFORNIA
MAY 13-16, 2015
HILTON MISSION BAY HOTEL**

For 2013, the West and Northwest Regions joined forces in production of their very successful West by Northwest Region Conference.

For 2015, the Southwest, West, and Northwest Regions are planning a Tri-Region Conference. Please plan on joining us for the 2015 CSI Tri-Region Conference in San Diego.



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CELL: 719-432-6311
FAX: 719-390-5564
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Mobile: (719) 499-1989

E-Mail: bbarr@ackconstruction.com

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LEED Green Associate

Architect / Landscape Architect
President, Owner

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tkapels@tk-architecture.com



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Construction Specifications

Gregg Voos

Registered Architect, CSI, Certified Construction Specifier

719.231.4235 office
719.594.4711 fax
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gtvs@msn.com

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james@jdr-specs.com

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Upcoming Program Dates

Folks, please make sure to mark your calendars for the following dates and join us for our Monthly Meetings!

- Wednesday, February 25**
- Tuesday, March 10**
(Bristol Brewery Karma Hour)
- Wednesday, March 18**
- Wednesday, April 29**
- Wednesday, May 27**
- June 24—Year End Party!**

Don't forget to bring a friend or co-worker!

Pikes Peak Chapter

President:
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Stresscon
719.390.5041

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H+L Architecture
303.298.4808

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Charlie Lengal III, CxA, QCP, CPD, CCCA

Minimum Space Requirements for Enclosed Plumbing Fixture Supports

Recently, while working on a project that required several wall mounted plumbing fixtures in various wall types (metal stud, block wall, etc.) there was discussion by the designers on how much of a chase space was needed for single and double (back to back) water closets. In general, most manufacturers require the same chase space needs from system to system. However, if a particular manufacturer can get away with a smaller amount of space, if you design to that space you best be sure to only allow that manufacturer on the project, or, properly coordinate with the architect the minimum space needs of all other manufacturers should the sub-contractor choose one other listed approved manufacturer.

PDI (Plumbing Drainage Institute) has a great flyer that has been around for years for designers to use in determining just what minimum space requirements there are for enclosed plumbing fixture supports. Now variations in manufacturer's components and additional accessories can increase space requirements, so be sure your designers have checked accordingly. Also attached is an article written years ago in PM Engineer titled "Carriers, Fixtures & Piping". Both the flyer and the article are attached on the following pages.

PUT YOUR NAME IN FRONT OF THE INDUSTRY'S BEST!

Ever wondered how you could reach out to a large group of construction industry professionals and not have to spend a lot of money? Of course you have! Again this year, the Pikes Peak Chapter is offering table top presentations at our monthly Chapter meetings. For those of you not familiar with how a table top sponsorship works, it goes something like this.

You, as a product representative, schedule to attend one of our monthly Chapter meetings. Space will be provided to set up a table top presentation so you can meet people as they filter in. Then you will be given a few minutes at the onset of the meeting to speak about your product to the entire group. As the meeting concludes you will have opportunity to follow up with individual members and guests. Your presentation may include flyers about your product, give-a-ways to those in attendance or even a couple of door prizes. At this point you are probably asking yourself, 'what is the cost?'

The Chapter has set a fee of \$150. To put this in perspective, consider the cost of a box lunch presentation for about ten people. At our Chapter meetings you will have the opportunity to reach out to thirty or more professionals in the construction industry. Even though you will not have the full hour, as in a typical box lunch presentation, introducing your product to a group this size could have a big payoff. Our Chapter meetings are held on the last Wednesday of the month from 11:30 am until 1:00 pm. To schedule a table top for one of our Chapter meetings please contact Shane David at (719) 578.9317 or sdavid@hlarch.com. We are looking forward to having you as part of our Chapter meeting.

Carriers, Fixtures & Piping

Regardless of application and/or installation needs, there are fixture supports available to meet even the harshest design requirements.

by William M. Smith

Over the years, I'm sure that each of you in our industry has had the opportunity to address a question or two from a friend or family member regarding just what is happening behind the finished walls within our public restrooms. Questions such as: How does a carrier or fixture work? Where does the piping go? How are these supported? These are just a few of the questions I've been confronted with.

Industry engineers have developed an unusually complete line of fixture supports for mounting all types of fixtures, regardless of application requirements. Many throughout the industry feel the most cost-effective and efficient type would be the "off-the-floor" fixtures. Supports have been designed for water closets, urinals, lavatories, sinks, drinking fountains, coolers, hospital service and scrub-up sinks, as well as many special-purpose hospitals, and institutional and industrial plumbing fixtures.

The commercial restroom isn't always the most aesthetic part of the

facility. It can be a constant source of problems and extra expense to maintain and keep clean. Off-the-floor installations look more expensive, but they are actually more economical in several ways. By using off-the-floor fixtures, you gain aesthetic, sanitary, structural and installed cost advantages.

Off-the-Floor Defined

By definition, "off-the-floor plumbing fixtures" would be those that are wall mounted and have no external contact with the finished floor. Fixtures so mounted are supported on concealed cast iron or steel supports (carriers). These supports are completely concealed in the wall and support the load of the fixture by means of a suitable face plate and base support, which is firmly anchored to the floor. Thus, the load of the fixture is effectively taken off the wall and transmitted to the floor.

Just what makes up a water closet support system? Water closet support systems consist of a waste fitting and the water closet support components. By incorporating a waste fitting, which

functions in conjunction with the closet support section of components, an entire system of "Combined Fixture Supports and Waste Fittings" has been developed.

Thus, when mounting off-the-floor water closets, a complete unit is available that supports the fixture and includes a fitting that ties into the drainage piping system. Fittings are available in vertical and horizontal patterns. Used in combinations, these fittings can satisfy waste and vent requirements of most systems.

Over the years, industry engineers have worked closely with plumbing designers, contractors and code officials to develop a system that meets their rigid demands and requirements. Particular attention was given in design so that:

- The engineer can select supports with fittings to meet all problems created by architectural, structural, code or aesthetic requirements.

- The plumbing contractor can easily and economically install a rigid and code-approved support with fitting, which will function for the lifetime of the building.



Carriers, Fixtures & Piping

- The code official is assured that fittings used with supports are designed to meet code requirements relative to the proper sizing for drainage piping and venting.

Many Advantages

There are many advantages of off-the-floor water closets over floor-mounted. These include:

Design. Just from a design standpoint, the complete line of fittings available offers great latitude to architects and engineers when laying out the spacing, piping diagrams and wall space requirements for plumbing fixtures. These systems offer the engineer an option of designing a plumbing drainage system that is compact, yet extremely functional.

The architect is assured that the system uses a minimum of floor space, with all the necessary components included. Off-the-floor fixture supports should be designed in accordance with the requirements set forth within ASME A112.6.1-2002, Floor Affixed Supports for Off-the-Floor Plumbing Fixtures for Public Use.

Installation and Cost Savings. From an installation standpoint, off-the-floor water closet systems can be installed more economically than conventional floor-mounted systems. This comparison is particularly obvious in multi-story buildings that have batteries of water closets on each floor. The contractor is assured a simple, fast and efficient installation.

Off-the-floor systems reduce costs for the following reasons:

- Less sleeving. In most cases, only one sleeve is required to take care of the vertical inlet fitting at the start of the horizontal run.

- No scaffolding, ladders or similar supports are required, since all the roughing is done on the floor and not in the ceiling below (see **Figure 1**).

- Time is saved, since working conditions are more favorable and the installer works on the floor and not in the ceiling below (see **Figure 2**).

- “Dropped ceilings” are not required and ceiling space is saved because all the rough-in piping is on the floor above.

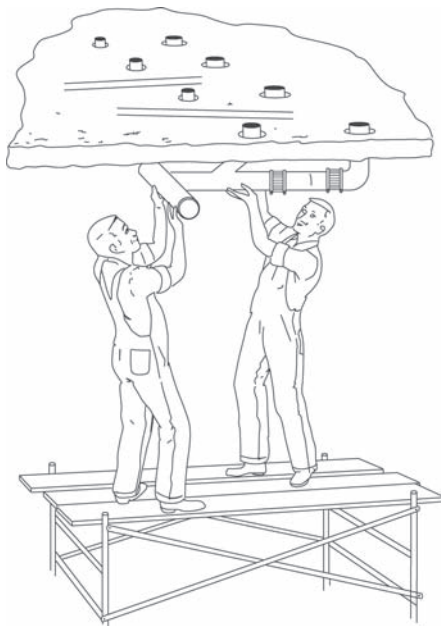


Figure 1. Installing floor-mounted fixtures.

This enables building ceiling height to be lower, effectively saving overall construction costs.

Sanitation. Another important advantage of off-the-floor fixtures is sanitation. The cost of cleaning the area under off-the-floor water closets is considerably less than in similar areas hav-

ing floor-mounted fixtures. The reason: A mop passes easily under off-the-floor fixtures, thoroughly cleaning the floor beneath—compared to the very difficult task of cleaning around and in back of floor-mounted water closets. Cleaning costs are reduced and the toilet room is maintained in a more sanitary condition.

Types of Supports

Typically, there are two types of off-the-floor water closet supports: siphon jet and blowout. (See **Figure 3** on page 32.)

The siphon jet bowl is the most common because its action is relatively silent and economical in water usage. It operates by a jet of water directed through the trap way, which quickly fills and starts the siphonic action immediately upon flushing. Its quiet action and large water surface, among other features, make it the most desirable bowl type. It is readily distinguished by four bolt holes, which receive the fixture support studs (see **Figure 3**).

The blowout bowl is particularly adapted for public use in airports, stadiums or plant washrooms. Its action is a driving one of high velocity. It has a large water area and an unrestricted trap way. It also is noisier than the siphon jet

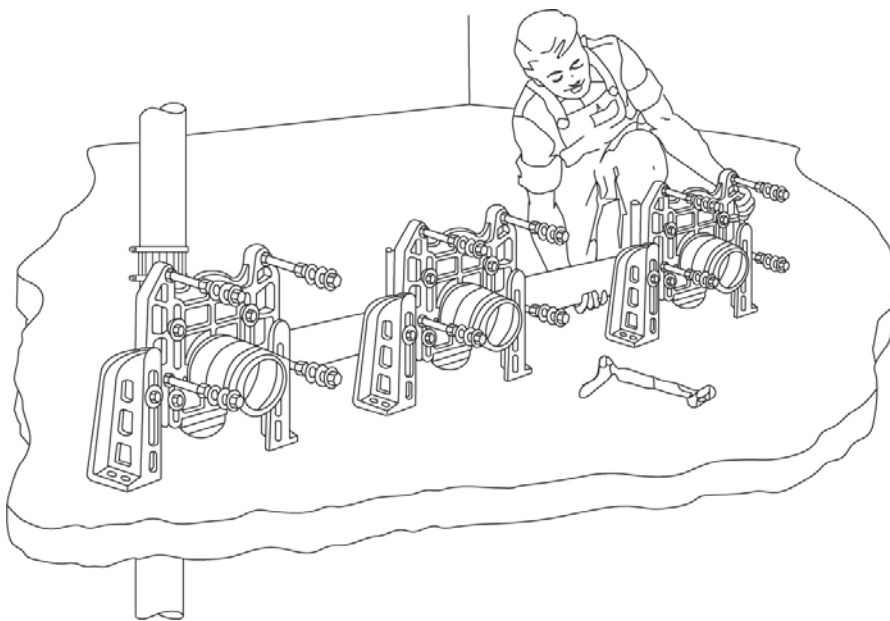


Figure 2. Installing piping for off-the-floor fixtures.



Figure 3. Water Closets: Types and Support Structures.

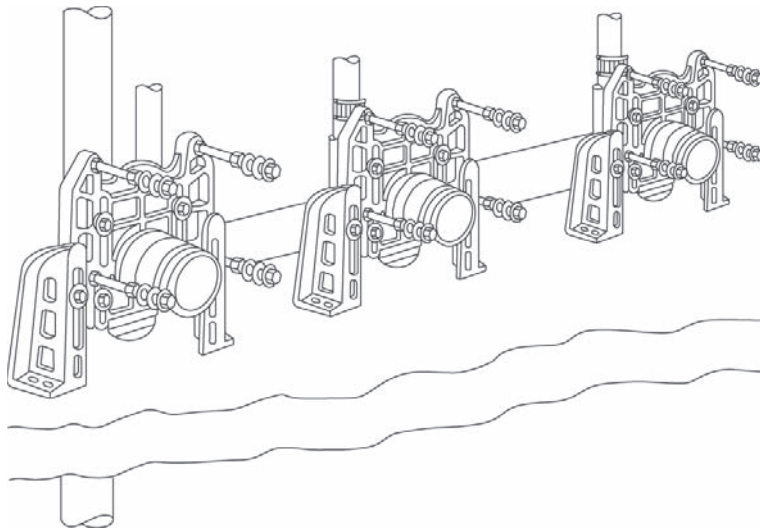
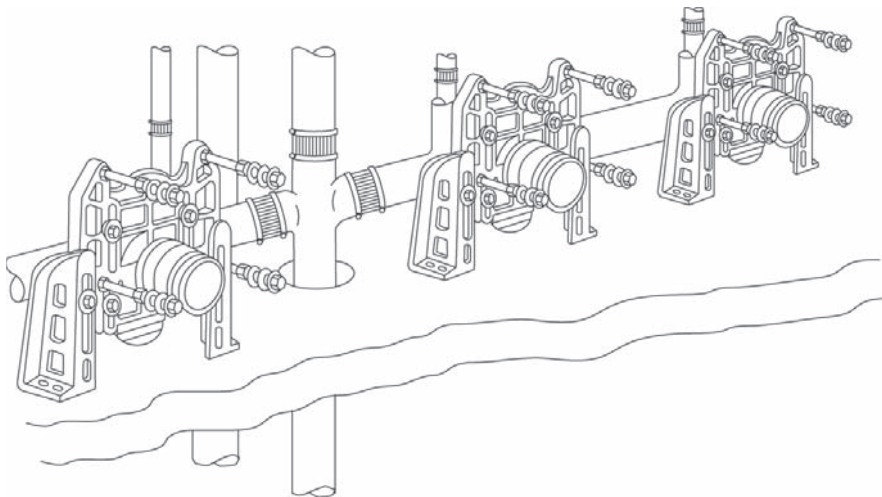


Figure 4. Battery of horizontal fittings with adjustable closet supports used in conjunction with a vertical fitting (above). Battery of horizontal fittings with adjustable closet supports connected to a stack fitting (below).



bowl because of its direct jet action. The blowout bowl is secured to the supports by three studs (see Figure 3).

ADA Considerations

Industry engineers also have made sure to take into account the Americans with Disabilities Act (ADA) requirements so that the industrial, commercial and government offices are utilizing the talents of the physically impaired. Design considerations for wheelchair users must be incorporated in modern buildings. Convenient entrance and exit must be assured. Inside the building, toilet facilities for wheelchair users are priority areas for special design.

Industry engineers, alert to these trends, have designed these fixture support series so that fixtures for wheelchair users can be mounted without special design by the engineer or extra work by the plumbing contractor. Installation of raised water closets using conventional supports and fittings is normally very difficult.

These designs include:

- Horizontal adjustable fittings with elevated inlet flange in left or right hand and double (back-to-back). This design permits the elevated water closet to be roughed at any position in the battery.
- Special vertical adjustable fittings with hub inlet located so that elevated water closets can be installed directly on the stack without interfering with a battery of conventional-height water closets.
- Special extra-high base supports of a strong design to accommodate the high rough fixture.

The need for elevated water closets is not limited to wheelchair users only or to commercial offices. The special elevated installation aids physically

impaired persons in hospitals, institutions, nursing homes and homes for the aged.

Piping Material

After determining the type of fitting and fixture support you may need for a given application, the only item needed to complete the installation would be to choose the type/material of piping you are going to use on this particular installation.

Throughout our industry's history, you could argue that the piping material most used would be cast iron. However, over time, more and more piping materials are being introduced into the industry and are viable options. Some of the many different types of piping materials used in today's construction industry are listed below:

Acrylonitrile-butadiene-styrene (ABS)

Cast iron (CI) — This would also include Service (SV) and Extra Heavy (XH)

Ductile iron

Polyvinyl chloride (PVC)

Galvanized steel

Stainless steel

Battery Length

Facility design will determine the total number of fixture supports that would be required to make up the battery length for the given application. (See **Figure 4** on page 32.) Over the years, due to mandated water conservation requirements lowering the flush rate to 1.6 gallons of water, battery lengths have decreased due to simple fluid mechanics. The simple fact of less flowing water per flush will not allow the waste to be distributed efficiently along the horizontal battery piping to the vertical stack fitting.

Prior to water conservation issues taking effect, battery lengths could be much longer due to the allowance of at least 3.5 gallons of water per flush being available to carry the waste downstream.

Regardless of manufacturing industry changes, government-mandated water conservation requirements and engineering and architectural parameters, it's fair to say that no matter the application and/or installation needs, there will be fixture supports available to meet even the harshest design requirements. **PME**

References

Jay R. Smith Mfg. Co. Product Catalog

American Society of Mechanical Engineers, A112.6.1-2002, *Floor Affixed Supports for Off-the-Floor Plumbing Fixtures For Public Use*.

Acknowledgments

Jay R. Smith Mfg. Co., Illustrations

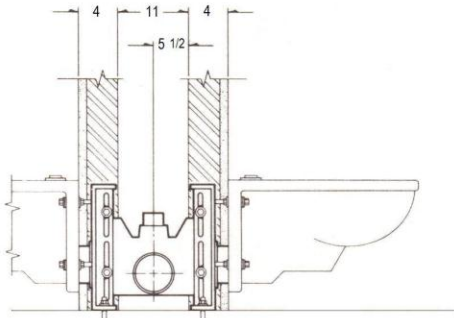
Cast Iron Soil Pipe Institute, Abbreviations

William M. Smith is engineering manager at Jay R. Smith Mfg. Co., Montgomery, AL. He has been with Jay R. Smith Mfg. Co. since November 1981. He currently serves on the ASME A112 Standards Main Committee, ASPE Board of Directors and many other various plumbing-industry-related committees. Smith may be contacted at billy.smith@jrsmith.com.

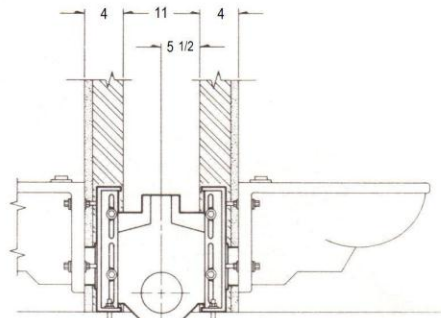
MINIMUM SPACE REQUIREMENTS FOR ENCLOSED PLUMBING FIXTURE SUPPORTS

Horizontal Adjustable Carriers

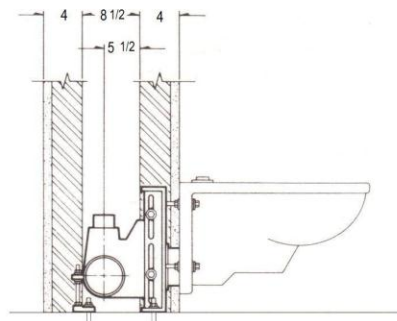
Vertical Adjustable Carriers



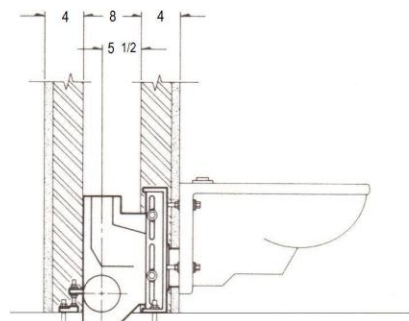
DOUBLE IN METAL STUD WALL



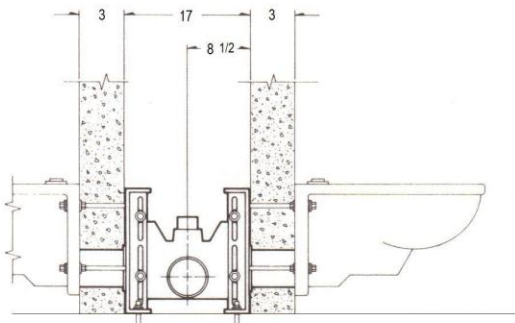
DOUBLE IN METAL STUD WALL



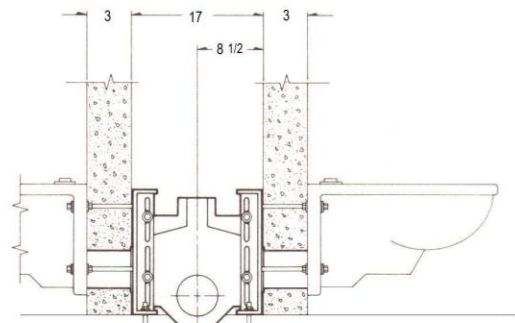
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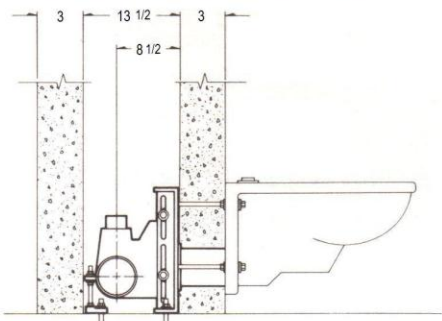
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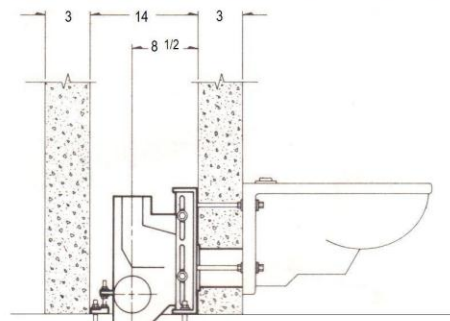
DOUBLE IN BLOCK WALL



DOUBLE IN BLOCK WALL



SINGLE IN BLOCK WALL

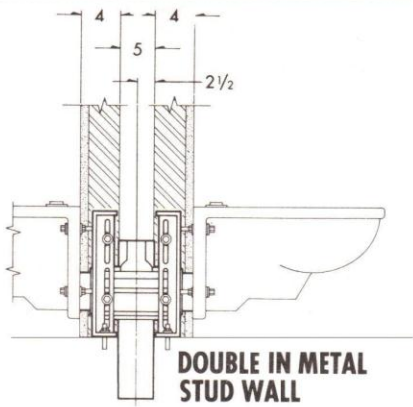


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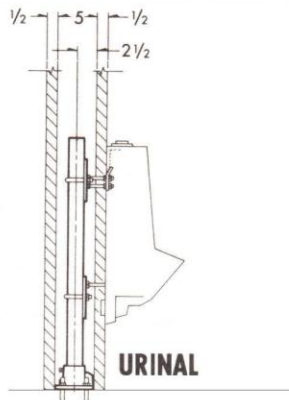
Vertical Fixed Carriers

Hanger Plate Carriers

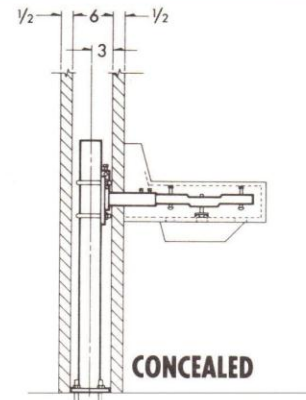
Arm Lavatory Carriers



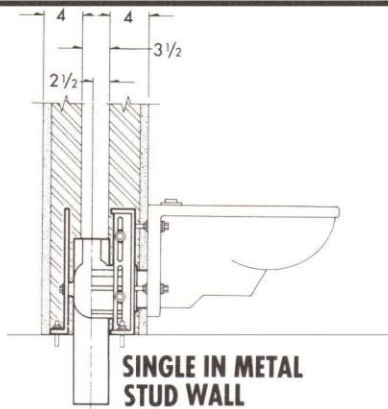
DOUBLE IN METAL STUD WALL



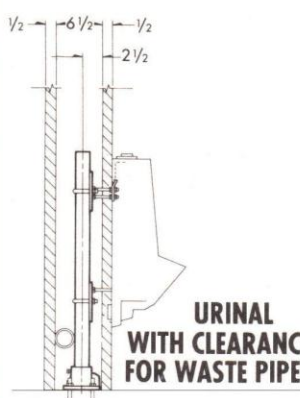
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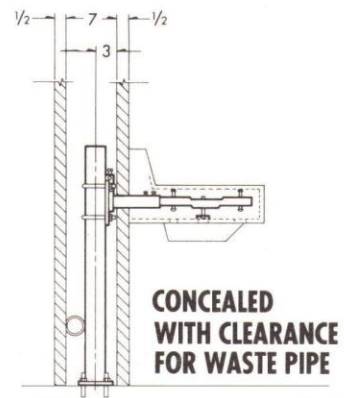
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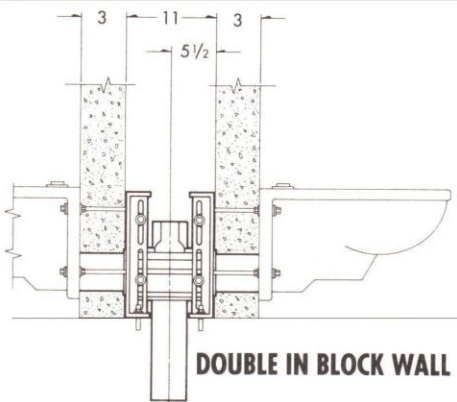
SINGLE IN METAL STUD WALL



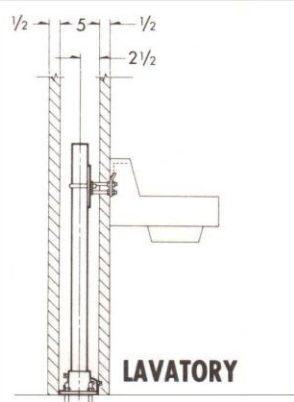
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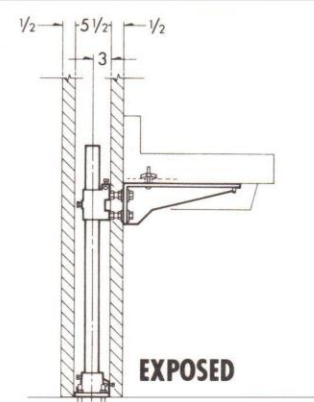
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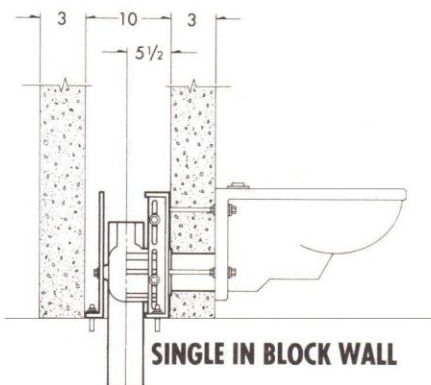
DOUBLE IN BLOCK WALL



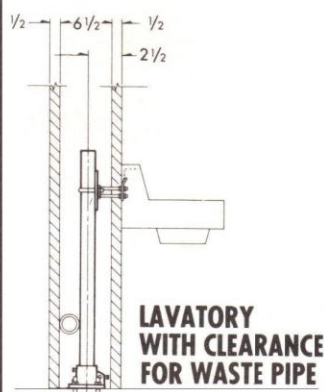
LAVATORY



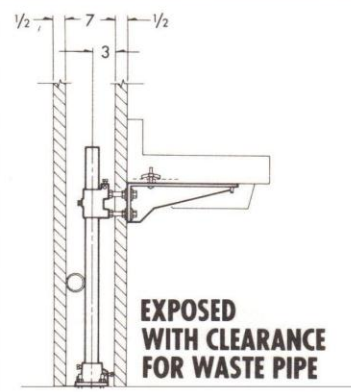
EXPOSED



SINGLE IN BLOCK WALL



LAVATORY WITH CLEARANCE FOR WASTE PIPE



EXPOSED WITH CLEARANCE FOR WASTE PIPE



Starting Lineup. Members of the team that worked on the first BMC design center: John Osborne, national sales director (left); Dave Fagg, Utah market sales manager (center); Michael Hiller, Utah market manager (right); Jeanine Froke, national marketing director. Not pictured: Dan Swanson, national director of cabinet sales and Tim Foster, national purchasing manager.

BMC's Softer Side

Design showrooms, marketing campaign bring in new customers, new business



BMC had a problem. Even though the building materials company was confident that it was the No. 1 supplier of millwork in markets where it offered those products, customers didn't think of the company as a source for finish products. BMC's image was tough and rugged, making it very appealing to builders, but it wasn't attracting interior designers or homeowners.

"We were known throughout the trades as a construction-oriented company," explains Jeanine Froke, national director of marketing for BMC. "Through our interior

specialty products—windows, cabinets, and high-end millwork—we're competing with local shops that have a different perception. They would sell against us by saying, "They're just a lumberyard."

To combat that perception, in January BMC launched BMC Design, a separate brand just for finish products. The branding provides sales collateral and an online gallery that features a more stylish, consumer-friendly look—a look that Excellence Awards judges regarded as special for both showroom design and marketing.

The concept won awards, but have the new branding and show-

rooms achieved the company's intended goals?

"Absolutely," says John Osborne, national director of sales. "We're looking at incremental sales, incremental margins, incremental product-category, and wallet-share growth with our customers, as well as new business."

For instance, BMC had never been in the cabinet business in the Dallas-Fort Worth metroplex until it opened a BMC Design showroom in Fort Worth. It uses the center to introduce customers to BMC in general, as well as to upsell what a builder already has offered.

"A builder sends in one of their

homeowners to buy doors and trim from us, we'll recognize if that customer decided that they wanted to put some upgraded trim and molding into their home," Osborne says. "In the first two months that we've been open, we've recorded over \$300,000 in new-category sales. Customers had never bought cabinets from us in Dallas, and now they're willing to." Fort Worth is one of two cities that now have BMC Design showrooms. The other is in Salt Lake City. A Dallas center is scheduled to open during the first quarter of 2015, followed by locations in Austin, Texas; Houston; and Helena, Mont.

"Only trained BMC specialists sell these BMC Design brands, and they have a plethora of experience and training in brands such as Marvin, Andersen Windows, and Belmont Cabinets," Froke says.

"We spent a while in the research stage. I would say, soup to nuts, it took about eight to 12 months from conception to execution," Froke says. She explains that the company was able to curb costs by doing most of the work in-house. For the initial launch of the branding program—

including R&D, the website, sales collateral, and other creative work, as well as the brand's introduction at the company's 2014 national meeting—BMC spent about \$50,000.

At the meeting, the BMC Design brand was announced to the company's salesforce and 500 customers. Sales reps could attend breakout sessions on the new brand, and builders learned how to use it to increase their business.

The company is also marketing to consumers for the first time. A page on the BMC website spotlights the company's design specialists, and BMC Design is on Houzz and Pinterest—new territory for the company. (And that's not its only new territory; BMC recently moved its headquarters from Boise, Idaho, to a suburb of Atlanta.)

Still, the emphasis is on promoting to builders through the company's reps. The sales reps can create their own pages on the BMC site; they can post pictures of their projects there and on Houzz and Pinterest; and they can direct builders to a YouTube video overview of the new brand.

Each design center will be

"In the first two months that we've been open, we've recorded over \$300,000 in new category sales [in Dallas]. Customers had never bought cabinets from us in Dallas, and now they're willing to." —John Osborne, national director of sales, BMC

tailored to regional tastes; in the planning stages, BMC Design meets with local builders, designers, and architects. Once the project starts, local interior designers create model rooms and coordinate features such as lighting and flooring. This approach deepens BMC Design's connections with the local design community.

The major aim of the design centers is to provide a "wow" factor that opens customers' eyes to what BMC Design offers. Specialists can show customers options on Apple TVs, and BMC Design intentionally avoids vendor displays and towering shelves of hardware in order to create a homelike setting to inspire visitors.

Home Sweet Home. At BMC's Salt Lake City design center, samples are kept in a separate area so that customers aren't overwhelmed with choices (below, left). The design center's home-like setting aims to create a relaxed atmosphere (below, right).





Front & Center.

Clients can see products in place at the Salt Lake City design center (above). Builders can sit in the kitchen area with clients as they make cabinet selections (above, right).

“It’s designed to be very comfortable and quiet,” says Osborne. “We really try to relax [customers] and allow them to have the resources to make decisions for their home.”

Builders also can use the design centers as a meeting space. “It’s such a nice environment,” Osborne says. “It’s hard to measure what that brings you, but the feedback from our customers has been, ‘This is great. I really appreciate you letting us do this. It makes me look better as a builder.’”

As a result, those builders are sending BMC new business. And in turn, the centers are helping builders increase their add-on sales. The centers also help bring finish-selection into the process earlier.

“We’re really focusing on the custom-home builder, and the semi-custom. Oftentimes we’re involved in that house from right after the foundation is poured,” Froke says. “It’s a perfect stage for [customers] to come in and make those design changes before the first piece of lumber even gets framed up on their site. We can change windows out and change some of the interior aesthetics.”

To spread the word, BMC Design posted builder testimonials about the Salt Lake City design center on YouTube.

According to BMC, this branding is attracting new, more “design-focused” employees—and new

product lines. It’s also achieving the goal of helping the company compete with specialty shops.

Froke says that BMC Design has received a positive response from both sales reps and customers saying that the brand is helping them improve their business.

“We’re getting a tremendous amount of feedback, especially as we take the concept through our markets and the focus groups,” Froke says.

BMC Design will continue to periodically seek feedback from its customers. “Our customers are able to deliver a better experience to their home buyers,” Froke says. —*Martha Spizziri*

PHOTOS: MICHAEL SCHOENFELD



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