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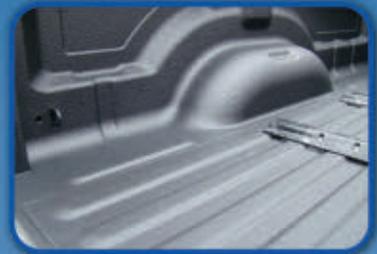
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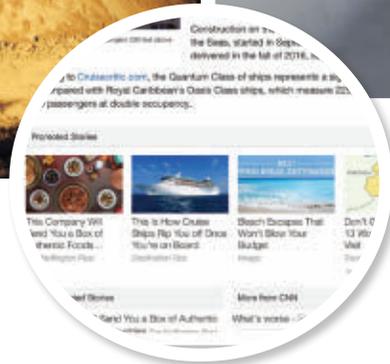
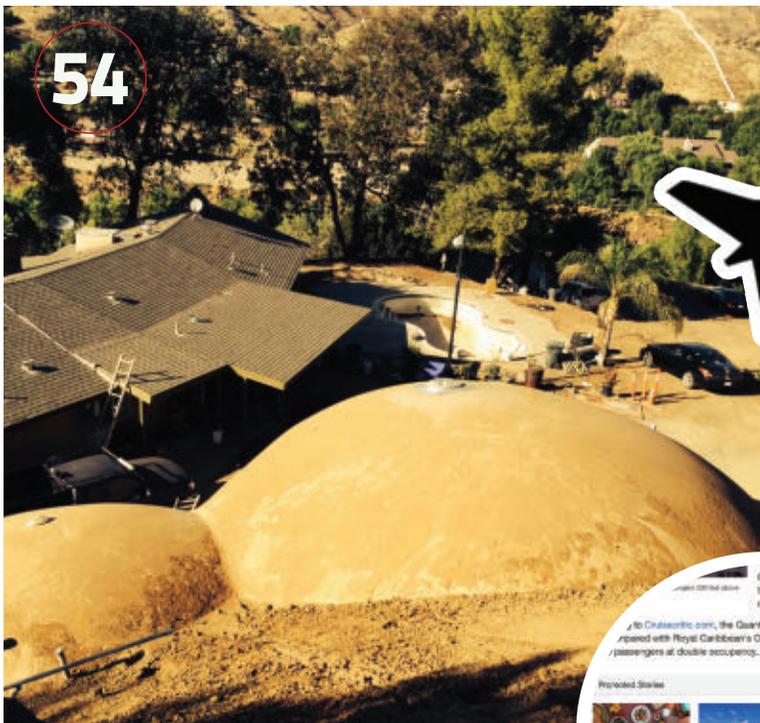
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Ken Wells (Elite Insulation & PolyPro LLC) shows how difficult it can be to escape from foam, even in your spare time.

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CONSTANT IMPROVEMENT

WELCOME TO THE MAY/JUNE 2015 ISSUE OF SPRAY FOAM MAGAZINE



We find ourselves now on the threshold of summer, when the spray foam industry really ramps up and hits its stride. In what is typically the busiest time of

the year, it's important to take a step back from the chaos and recognize an important characteristic of this industry: constant improvement. Of course, spray foam's inherent performance characteristics improve building practices, energy consumption, and occupant comfort, but just as important are the continued efforts for the professional and technical improvement of stakeholders throughout the industry.

We carry this idea through our May/June 2015 Issue, beginning with Spray Foam Magazine's inaugural Executive Outlook and continuing to the final pages. The continued growth and success of spray foam is a direct consequence of the ongoing pursuit of excellence throughout the industry, so we've brought together a number of stories about improving everything from business practices to equipment capabilities to application variety.

We profile several improvement-minded projects, including: a tricky monolithic dome application; an insulated rotunda at the Charleston Airport; and a reroofing application in downtown Petaluma, California. We also see how refocusing on the bidding process can put dollars back

in your pocket; how certain types of applications can benefit from low-pressure foam; how contractors can expand their businesses with injection foam; how an innovative LP machine can go virtually anywhere; and how an innovative LP machine can improve job performance; and how even small startups can make an impact in the global marketplace.

Thanks for reading, and remember: foam for our future.

Ryan Spencer
Editor-In-Chief

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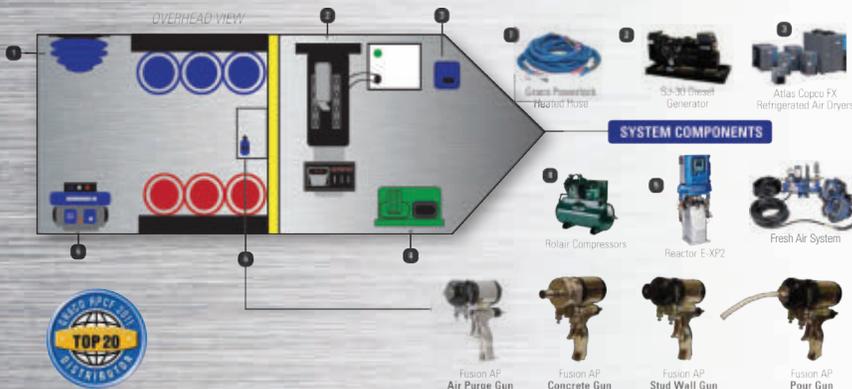
- Saves key setup data such as temperatures and pressure set points for up to 24 chemical recipes

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A CONVERSATION WITH

Dennis Vandewater, SPFA President

Since being elected as SPFA President in 2014, Dennis "Denny" Vandewater has leveraged three decades of experience in the SPF industry to lead the organization. For its inaugural Executive Spotlight, Spray Foam Magazine was able to speak one-on-one with Denny to get his outlook on the spray foam industry.



BY RYAN SPENCER

INITIATIVES

SFM: *So tell me about your tenure as SPFA President—what has been the big initiative?*

DV: Our task is to keep spray foam in the forefront and keep promoting it and make sure we address misinformation or misrepresentation of spray foam, as there has been quite a bit of that lately. This is one element of an overall initiative to deliver value and grow our membership. That also includes good advocacy, technical leadership, growing the show and building our professional certification program.

SFM: *And that's going to further the industry's growth?*

DV: Our industry grows every day. More people and more projects. To be competitive as an industry and maintain a high level of performance, product acceptance, and a good reputation we simply need all this being done like every industry we compete with.

SFM: *How does it do that?*

DV: SPFA, as an example, is really the best advocate we as contractors have for spray foam in dealing with regulations from government agencies, bad press in the media, insurance issues... we go to bat and deal with those things, and it takes a lot of energy and resources for us to do that. We can't forget SPF is a new thing for a lot of people and they need correct information.

CURRENT ISSUES

SFM: *A lot of effort has been expended in California recently, right? How has the DTSC situation shaped up?*

DV: The concern was that if California were to enact something like what it started with, it could spread to other states and just cripple the spray foam industry based on a pretty strong misunderstanding of SPF. SPFA was instrumental working with DTSC and building partnerships that righted the ship, corrected some of the language, and at least put the conversation in a better direction—for now.

SFM: *Beyond California, what else is currently challenging the industry?*

DV: Insurance carriers often don't understand spray foam, and they are also influenced by a lot of public misinformation on SPF, so there's a hurdle that we're aware of and we're reaching out to the major underwriters to make sure they understand the benefits of spray foam and that it is a safe product. There's an education opportunity...we're looking in the near future at doing some education programs and getting some dedicated literature to them.



“ THERE ARE
SOME REAL
LEADERSHIP &
PROFESSIONAL
DEVELOPMENT
OPPORTUNITIES
AVAILABLE TO
ALL MEMBERS.”

(cont'd on the next page)

EXPERTISE

SFM: *Education has been a big initiative for the SPFA, particularly with regard to training. How has the Professional Certification Program progressed?*

DV: The PCP program isn't even three years old and it's really had an impact on the industry already. If we can get applicators and companies to keep plugging into that, they'll have better people on staff and do better work, and in turn they will increase our market share. In a world of varying skills and abilities among contractors, professional certification becomes an "easy-button" for customers to have confidence that they are picking the right person.

SFM: *So you think that these credentials are a boon for both the industry as a whole and the individual contractor?*

DV: I've always been a big believer in credentials—we all basically have the same type of equipment to do the same kind of work, so it's a matter of who can better present themselves and market themselves and credentials kind of give you a leg up on your competitors in your customers' eyes. As a member, you have significant discounts toward training, and you're offered those unique SPFA and PCP logos that are individually numbered. I think it's a big advantage to promoting and selling your business.



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No matter how many years of experience you have under your belt, customers need to confirm that you can provide them with top-notch installations. Credentials like the SPFA's Professional Certification Program fit that bill.

MEMBERSHIP

SFM: *Beyond training, what are contractors doing to get involved with the SPFA?*

DV: There are some real leadership and professional development opportunities available to all members if they wish to join and participate. Committee positions offer a chance for members to learn and practice their leadership skills, prove their abilities, and contribute to building their reputations.

SFM: *What about members who maybe don't have time for committees?*

DV: Networking is one of the big reasons to join any trade association because you have that in-person opportunity and camaraderie among members to establish relationships, and it also indicates that you have an active interest to your peers in the industry.

SFM: *So is getting involved the best way to benefit from membership?*

DV: Even if you're not active, you're actually being an advocate yourself because the dues that you put in help fund those critical efforts to respond to the regulatory environment and business conditions, research and more. I liken my SPFA dues to an insurance policy that keeps my rig running down the road safely and profitably. The SPFA is watching my back while I keep my business running, so it's comforting to know that. 



CONNECTIONS

One of the most important reasons for joining an organization like the SPFA is the opportunity to create lasting relationships that extend beyond the organized events in which they're cultivated.



THE FUNDAMENTALS OF OPEN-CELL & CLOSED-CELL FOAM

BY ROBERT NAINI

In the world of spray foam, there are two categories of products: open-cell and closed-cell foam. Open-cell and closed-cell spray foam insulation products are regularly used on many different types of projects in commercial, residential, industrial applications, and on various substrates such as wood, metal, and concrete.

OPEN-CELL SPRAY FOAM

Open-cell spray foam is referred to as semi-rigid or low-density, because it is typically less than one pound per cubic foot. Open-cell products typically use water as the blowing agent, have R-values ranging from R-3.5 to R-4.5 per inch, and have completed acoustic testing that show sound ratings up to STC 52, which translates to excellent sound attenuation properties.

CLOSED-CELL SPRAY FOAM

Closed-cell foam, on the other hand, includes an array of products used for interior and exterior insulation and roofing applications (an additional subset of the closed-cell foam market is referred to



OPEN-CELL SPRAY FOAM

is intended as cavity insulation inside exterior and interior walls, and for use in attics and crawlspaces.

as medium-density foam and is primarily used for interior and exterior insulation). In general, closed-cell foam is typically 1.7 to 2.5 pounds per cubic foot density and uses a non-ozone depleting blowing agent called 245fa. The density and the blowing agent have a direct affect on the R-value of spray foam, and current R-values range from R-5.5 to R-7.4 per inch, depending on the thickness of the application. Closed-cell foam is rigid, has low vapor permeance properties, and can be exposed to weather during a typical construction timeframe.

OPEN-CELL VS. CLOSED-CELL

Comparing open-cell and closed-cell foam, we find that both products are spray applied in a similar manner and use the same plural component proportioning equipment. They also both provide insulation and air barrier qualities in a single application. However, the differences are important to understand, especially when

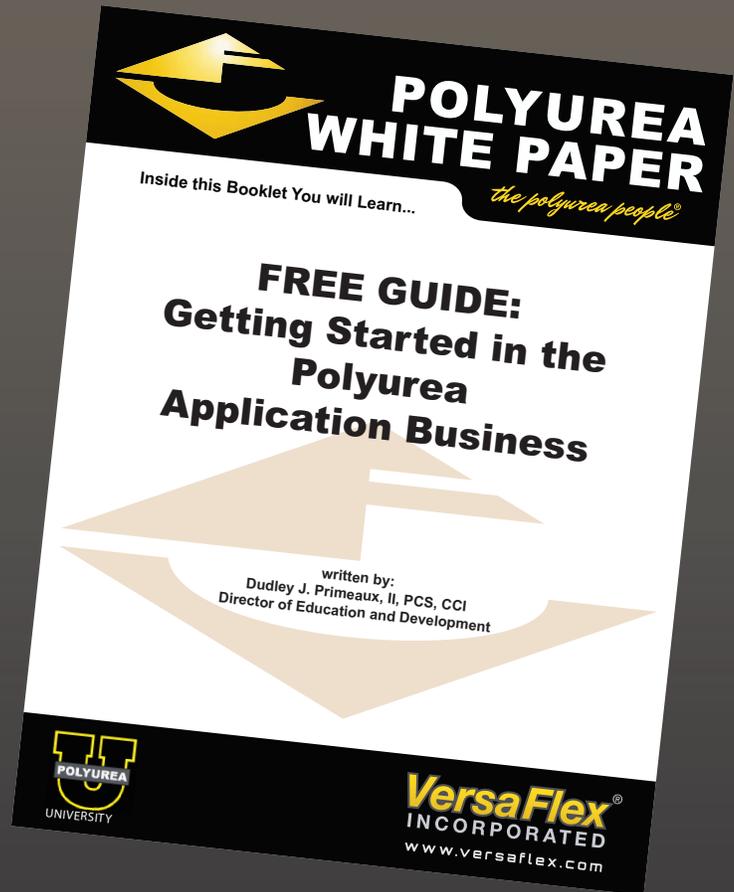
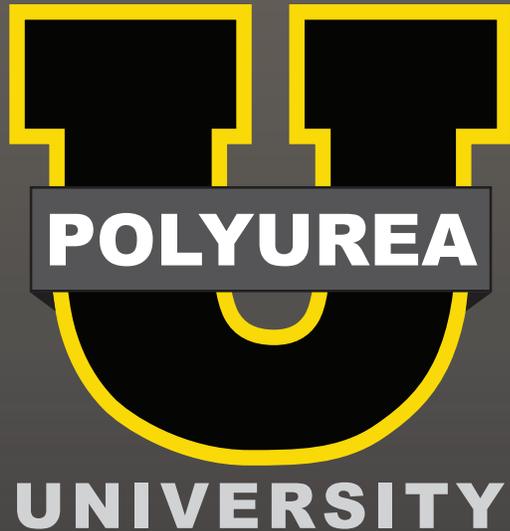
deciding which product is best for a specific application.

While both products are spray applied, open-cell foam will expand over 100 times its liquid volume, whereas closed-cell foam will expand about 30 to 40 times its volume. This directly impacts minimum thicknesses of these products: open-cell foam will typically be sprayed about 2½ to 3 inches minimum, while closed-cell foam will be sprayed about ¾ to 1 inch minimum. There are no maximum per-pass thickness limits for open-cell foam, but closed-cell foam is generally limited to about two inches per pass. For greater total thicknesses, additional passes can be sprayed after a cool-down period (refer to manufacturer data for limitations on specific products).

Originally designed in Canada for use in bonus floor applications, open-cell spray foam has expanded its reach over the past 20 years into retrofit projects,

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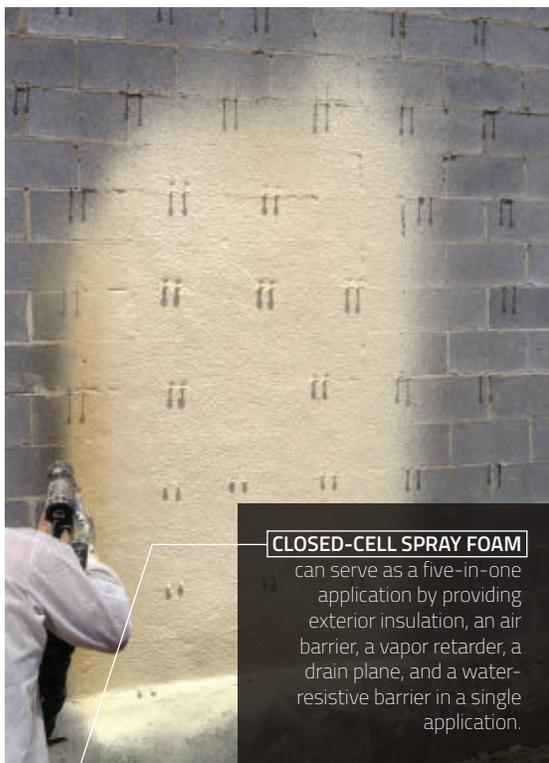
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CLOSED-CELL SPRAY FOAM

can serve as a five-in-one application by providing exterior insulation, an air barrier, a vapor retarder, a drain plane, and a water-resistant barrier in a single application.

custom homes, the production builder market, and commercial construction. Open-cell foam is intended as cavity insulation inside exterior and interior walls, and for use in attics and crawlspaces. These products are not designed for structural use, are not flotation foams, and are not designed for contact with bulk water. If any of these concepts are design parameters, then closed-cell foam is the product of choice.

Closed-cell spray foam can serve as a five-in-one application by providing exterior insulation, an air barrier, a vapor retarder, a drain plane, and a water-resistant barrier in a single application. Closed-cell foam has also been tested to increase the racking load of wall assemblies for structural support, and to increase roof uplift resistance for structures in hurricane and tornado zones. It also functions as a water-resistant barrier. Furthermore, closed-cell foam can come in contact with the exterior elements

and can be left exposed during a construction timeframe with no thermal degradation.

All in all, both open-cell and closed-cell foam belong to the same world of spray foam, and spray foam is a very forgiving building product, allows for flexibility in design, and provides a solution for complicated situations. The air barrier qualities of spray foam have created differentiation in the insulation market and have allowed advanced designs to be incorporated into building codes. While closed-cell foam is regularly used in residential construction as cavity wall insulation and in attics and crawlspaces, it is also becoming integral to commercial building design due to its versatility.

Considering the efficiency of designs using spray foam, the increasing demands of the energy code, including continuous insulation, and the capability to provide multiple control layers in a single application, both open-cell and closed-cell spray foam insulation will be in high demand as the construction industry continues to strive for energy excellence. ▶

ABOUT THE AUTHOR

Robert Naini has a Bachelor's of Science in Mechanical Engineering and an MBA from the University of Texas in Arlington. With more than a decade of experience on the cutting edge of spray foam insulation, Robert has developed a unique knowledge base including employee & applicator training, building code awareness, and spray foam sales & marketing. Using this knowledge, Spray Foam Advisor is developing a web-based Educational Training Program for the spray foam industry with videos, blogs, and more at www.sprayfoamadvisor.com.





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SPF INDUSTRY NEWS

Demilec Inc. Signs On For Season Two Of FYI Network's 'Tiny House Nation'



Demilec has signed on as spray foam provider for season two of the popular FYI Network series *Tiny House Nation*. The show's renovation experts and hosts, John Weisbarth and Zack Griffin, travel across America to help families design and construct ingenious mini-dream homes.

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Polyurethane Machinery Corporation Introduces New Proportioner, Welcomes New Distributor



Polyurethane Machinery Corporation (PMC) has two big announcements: the introduction of their NEW PH/PHX-2 hydraulic proportioner and the addition of Profoam to PMC's distribution network.

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Gaco Western Celebrates 60th Anniversary



Gaco Western has been building on a legacy of innovation since 1955 when Aubrey Davis founded the company and began selling 4 oz. cans of neoprene coating. Sixty years later, Gaco Western remains family-owned; Gaco products are proudly made in the USA and cover millions of square feet of buildings; the company has earned a trusted reputation in the construction industry.

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Spray Polyurethane Foam Alliance Announces Model Health & Safety Program



Designed specifically for spray polyurethane foam contractor companies, the comprehensive program provides a benchmark guide to ensure the health and well being of all employees and customers and is OSHA-compliant.

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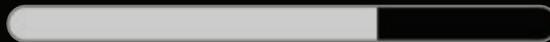
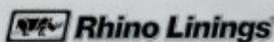
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the **top 5** APPLICATIONS FOR LOW-PRESSURE FOAM

BY RYAN SPENCER

As the size of an insulation project decreases, so does the feasibility of using high-pressure spray foam; it's an inherent characteristic of operating a high-pressure system. Between overhead costs, prep work, setup, shutdown, labor, and maintenance, high-pressure rigs are generally limited to medium and large-scale projects. However, there are still countless smaller insulation applications out there that need a single-product sealing and insulating solution. Those are the situations that call for low-pressure spray foam, and we've outlined the top five applications in this continuation of the Editorial Spotlight Series on Low-Pressure Foam.

one. Wall Cavities

While spray foam insulation is an exceptional option for insulating the walls of a home, high-pressure SPF is not cost effective for just insulating a basement or a room addition. However, that doesn't mean these areas are relegated to porous fiberglass batt or blown cellulose insulation. On the contrary, homeowners can get the best of both worlds by air-sealing and insulating their walls with both SPF and fiberglass.

Commonly called a flash and batt application, this two-part system involves an initial quick, or "flash", installation of roughly two inches of spray foam to a wall cavity. When the foam has cured, fiberglass batt insulation is installed to fill the rest of the cavity. The spray foam functions primarily to seal and insulate the wall cavity, which is further insulated by the fiberglass batt. Because the application is inherently small, it's perfect for low-pressure spray foam systems, such as Touch 'n Seal's Constant Pressure Dispensing System (CPDS). Also, because spray foam isn't filling the entire wall cavity, the application is more cost effective per board foot for homeowners.



“There are still countless smaller insulation applications out there that need a single-product sealing and insulating solution.”

(cont'd on the next page)



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BEFORE



AFTER

two. Crawl Spaces

Crawl space conditions are such that it's highly inadvisable to use fiberglass batt insulation, as it readily retains moisture and allows the passage of air. Spray foam insulation is a comprehensive solution to counteract these issues, as Joel Few of Carolina Aire & Mold Solutions points out:

“The seamless protection of spray foam insulation not only significantly lowers energy costs, it also eliminates moisture, mold, and mildew, and keeps out insects and pests,” Few said. “All of these benefits add value to a home and increase the occupants' comfort level.”

However, as with basements and room additions, crawlspaces are usually too small for high-pressure foam insulation to be a cost-effective solution. Basically, the only financially feasible solution for sealing and insulating to create an encapsulated crawlspace is the utilization of low-pressure foam kits and systems like the CPDS.

three. Rim Joists

Rim joists, or band joists, which are above grade, are something of a nexus for energy efficiency, comfort, and health within a home. For older houses, rim joists are typically neither insulated nor sealed, which contributes to air leakage and outside air infiltration (including moisture and airborne particulates). Much like crawlspaces, rim joists shouldn't be insulated with just fiberglass batt insulation, as it will do nothing to prevent the passage of air and humidity between the outdoors and the inside of a home. Furthermore, no rim joist is big enough to warrant the use of high-pressure foam, so once again, low-pressure foam is the only cost-effective sealing and insulating solution.



Ideally, rim joist cavities should be filled with low-pressure spray foam, as they're small enough not to be cost-prohibitive for cavity-fill applications. However, it's not uncommon to see the flash-and-batt system used for rim joists when necessary. In any case, rim joists can be effectively and efficiently sealed and insulated with low-pressure kits like Touch 'n Seal's Two Component Foam Insulation Kits.

four. Knee Walls

Despite their size, knee walls can be significant contributors to heat loss during the winter, sweltering attics in the summer, and general air leakage and infiltration. These short walls, which stand upright beneath sloped ceilings, are often insulated with fiberglass batts. However, the backsides of knee walls are commonly left without sheathing, so the fiberglass insulation can eventually fall on the floor in the space behind them, leaving the knee walls bare. Of course, even with sheathing, knee walls can suffer from air leakage and infiltration. Therefore, it's best to install sealed and insulated knee walls, which can



be accomplished with applications of spray foam alone, or flash-and-batt applications. Due to their small surface area, low-pressure spray foam is ideal for tackling knee wall applications, and Touch 'n Seal's Two Component Foam Insulation Kits provide the most cost-effective way to install them.



five. Ducts & Penetrations

People often hear about the major contributors to air leakage and infiltration, like rim joists, but as the saying goes, it's the fine details that matter. In this case, the fine details are all of the penetrations from HVAC systems where air can pass freely. Not only can duct vent penetrations contribute to air leakage, but also the ducts themselves can leak, as they're assembled in sections that are simply joined together by sheet metal screws. Ducts that leak conditioned air can increase the loads on A/C units, and therefore increase energy bills, so sealing ducts and vents is an important energy efficiency initiative. Low-pressure foam systems like Touch 'n Seal's Two Component Foam Insulation Kits can be used to seal both vent penetrations and duct seams. For smaller penetration applications, one-component low-pressure foam cans, like Touch 'n Seal's One Component Foam Sealants, can be used to quickly and efficiently prevent air leakage. ▶

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bidding better

BY RYAN SPENCER

On the mind of most every contractor is one ever-present issue—the next job. It’s a familiar dance: the perpetual search, the due diligence, and the bid. Every aspect of landing a job requires substantial effort on the part of the business owner and sales team in following leads and properly assessing prospective jobs. Bidding, however, is a tricky matter, as it establishes project budgets to meet or beat. Complicating matters further is the one simple truth everyone knows about a budget: it will be wrong. So, the real issue is ensuring that the product and crews perform as predicted in the bid (or as closely as possible).

You want to do everything you can to get the job, but you also want to keep as much money in your pocket as possible, as discussed in the previous Editorial Spotlight on Spray Foam Business. It’s a delicate balance, but with some of the considerations outlined below, you can become more profitable on every bid.

MATERIAL COSTS

After the bid and award, the easy part is over; scheduling, planning, and ordering materials and supplies usually follow very quickly. So let’s be clear: material costs can make or break your job. It’s just the nature of the product. In keeping your material costs under control, a bid must be based on accurate measurements and incorporate a manageable yield projection.

Concerning initial measurements, applications in new construction benefit from readily available electronic or print blueprints with detailed dimensions. However, keep in mind that it’s not uncommon for plans to change, so it’s crucial to put in place a contingency protocol for alterations to the scope of work (generally, this should involve written authorization). As for retrofit applications, contractors will most likely take measurements themselves. Tape measures can do the job, of course, but opting for a laser measuring device can be a valuable tool for ensuring accurate measurements.

(cont’d on the next page)

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When it comes to projecting yield, contractors are faced with balancing a conservatively low estimate that risks leftover material, with an aggressively high estimate that risks insufficient material. Numerous factors affect material yields, from ambient temperature and substrate properties, to spray technique and application thickness. Weather projections and historic regional climate trends can help with environmental factors, while comprehensive training and past performance assessments can mitigate human factors.

Also, let's not forget that different manufacturers claim different yields, so it's important to first understand what your target yield is. A competent supplier can help you with achieving the highest performance from their product, although you should consider if the requirements for maximum performance are worth the potential cost in time and resources. Also, check to see if your equipment is able to run at the parameters advised by the manufacturer. Mechanical factors like sufficient hose insulation and the ability to attain consistent pressure at the proportioner will determine whether or not a manufacturer's claimed yield is attainable.

All of these factors are important, and it's crucial to remember that material costs are 40-60% of the bid, so a 10% improvement in product performance can result in a 4-6% change to your bottom line. In many cases, this small change can change a failing business into a successful one.

ADDITIONAL COSTS

Beyond the significant cost of material, smaller costs can cut into profitability if not managed properly. Bids should include all the parts and accessories that could conceivably be used during the job: safety gear, plastic, tape, spare gun parts, air and fuel filters, etc. Additionally, overhead like insurance, licensing, and office/shop costs should be included. Everything that isn't accounted for ahead of time will eat into profits.

Although travel costs, namely fuel expenses, can be significant, they are generally predictable, given contractors know the locations of prospective projects. A caveat to that premise would be an unforeseen event like a severe traffic jam that contributed to fuel costs exceeding an initial estimate. Job site delays also can lead to

excessive fuel costs, especially if they require extra days on, and extra trips to, the site.

Opting to incorporate a "delay expense" to fuel costs can offer a degree of protection, but another strategy to mitigate potential delays is the ability to increase production with multiple proportioners. Yes, it's a substantial investment, but every day not spent on the job site is a day without travel expenses or labor costs.

LABOR COSTS

Labor costs are perhaps the trickiest to manage, simply because of the avenues, human factors, and regulations involved. Basically, there are two options: hourly rates and piece rates.

Hourly rates are more common and are generally easy to track



and record, but they can be risk-reward, to a degree. If your crew is consistently productive, you stand to gain from efficiencies when paying an hourly rate. On the other hand, any drop in productivity, for whatever reason, will dig into profits. This program is effective if the crew is self-motivated, and also offered incentives for quality, timely work.

Piece rates can offer some protection against reduced productivity, as you're only paying for the work completed—nothing less and nothing more. Essentially, piece rates protect profitability via predictability. However, there's a catch: in the same way piece rates offer little downside with regard to profitability, they also offer little upside. In other words, any operational efficiencies gained or productivity enhanced by a piece rate program will be passed on to employees, not your bottom line. So, although piece rates can protect profits and motivate employees, they shouldn't be considered a profit-enhancing option. Furthermore, piece rates can also lead to poor work quality if projects aren't managed properly.

A combination of compensation for installers can be an effective solution to manage costs and maximize profits, as a crew should be rewarded for eliminating waste and maximizing the yield of the product. The process may involve more preparation of the substrates to be insulated, as well as more attention to materials and equipment, to provide for the best mix at the gun and the highest quality cell structure possible. Slower may be better, and less may be more.

In any case, wages are subject to federal labor regulations, specifically the Fair Labor Standards Act. Generally speaking, the FLSA establishes minimum wages for regular workweeks and overtime, which are fairly easy to determine under hourly rate programs. For piece rates, it's slightly more complicated, as hours must still be tracked. Even for piece rate work, overtime still comes into play. For piece rate overtime, there are two options: paying additional compensation at half the effective rate of a given workweek for every overtime hour worked, or reach an agreement with employees to pay 1.5 times the normal rate for each piece completed in overtime (of course, business owners should seek professional advice with regard to their company's particular circumstances).

MARGIN

So, when it comes to finalizing your bid, you simply add up your costs and tack on a margin, right? Not exactly. Simply adding, say, 20% to your costs is really your mark-up, not your margin. Because margin is mark-up's proportion to your bid price, rather than your costs, your margin will always be less than your mark-up percentage. In other words, to truly hit that 20%, you'll have to increase your mark-up to 25%. So, a simple clarification of terminology can instantly improve your profitability, although that's not the only strategy. Suppose your operation becomes more efficient over time, and you're able to reduce costs on a given job, all else being equal. You still earn a 20% margin, but because your costs are lower,



A combination of compensation for installers is generally the most effective solution to manage costs and maximize profits.

you're putting less money in your pocket; you're simply giving the market a price-break. To prevent this, always take a second look at your bid and consider a few things: your customer's perspective, the market rate, and the value of your efforts. Maybe you nudge that bid price up a little, or maybe you increase it significantly. Either way, your business is only as profitable as you allow it to be. ▶

CONTACT SUCRASEAL / SES FOAM

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BALANCING VERSATILITY & PERFORMANCE

BY JUAN SAGARBARRIA

It is no secret that high-pressure, plural-component equipment sustains the majority of spray polyurethane foam projects. Applications stemming from a large, high-pressure proportioner housed inside a spray rig and connected to several hundred feet of hose is a common sight in the SPF industry. While these machines are undoubtedly effective, and may meet the high production capabilities that are often needed, they can also present several challenges. When a jobsite has limited accessibility, the contractor could be exposed to additional expenses such as utilizing a crane or other unusual means to transport or position the large, high-pressure equipment, causing delays in the project schedule, or even keeping the job from happening altogether. Affordability of mobile rigs, and high-pressure spray equipment can also be a major concern. Whether it is for a seasoned SPF contractor who wants to supplement their existing rig, or for a newcomer just entering the SPF industry, a high-pressure equipment package is a significant investment.

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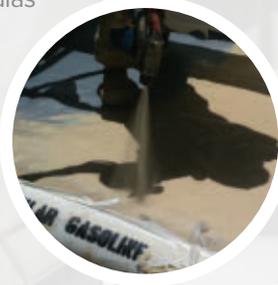
PORTABILITY The smaller, lightweight frame of the LPG makes it easy for it to be taken to remote areas where access is extremely limited



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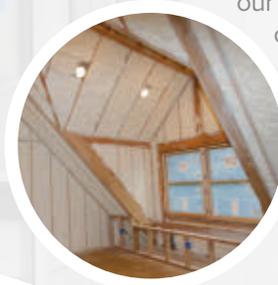
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Historically, low-pressure applications have been limited to small and medium-sized SPF projects due to their output limitations. That being said, portability isn't an issue during low-pressure applications, since the technology consists of smaller, lighter machines.

So, bearing these considerations in mind, how can a contractor attain the best of both worlds, a proportioner that can provide portability, performance, and versatility in one affordable unit? Contractors now have the answer in the LPG Low Pressure Gear proportioner from Specialty Products, Inc (SPI).

“As the SPF industry has advanced, we have seen considerable investments and focus on the chemistry and formulation side. Although

there have been advancements in high-pressure equipment, there were gaps in the equipment technology that contractors wanted filled,” said Chas Weatherford, Vice President of SPI. “We developed a machine that is simple to operate, easy to maintain, and can tackle small and medium SPF applications, while being portable and light enough for one person to carry.”

According to Weatherford, the original LPG was the result of a military grant that consisted of engineering a portable polyurea proportioner that the U.S. troops could easily carry in theatre, along with formulating a blast mitigating polyurea chemistry that could be processed through it. The commercial version of the LPG is extremely compact, so it can be easily transported:



it can be placed in an elevator of a high rise building; in a small pick-up truck, airplane, helicopter, ATV, or boat;

in an existing polyurea or foam rig; or it can be simply carried to projects that are difficult to reach and not easily accessible by high-pressure equipment packages.

Indeed, the LPG is highly portable, with an 18-by-18 inch frame that weighs 76 lbs., which is a fraction of heavy high-pressure proportioners. In addition to its light weight and small size, the LPG plugs into any standard wall outlet and consumes less electricity than a hair dryer.

With an increased output from .75 gpm to 1.2 gpm, available in models by mid-year 2015, the LPG's improved output provides the user increased productivity. Due to its higher production capacity, when compared to other low-pressure equipment, the LPG's increased performance now bridges the gap between high-pressure and low-pressure equipment. Weatherford noted that during the first year of LPG commercial sales, on average, a LPG processed 200 to 300 gallons of Synergy Series product per week. Today, spray foam contractors



and even polyurea contractors are reporting an output of anywhere from 300 to 400 gallons per day with a LPG on their projects.

“The LPG provides a state-of-the art technology that has a much greater output capacity than traditional low-pressure systems,” said Weatherford. “With the LPG, a contractor can now justify mobilizing from a large to a smaller, but still very profitable project, such as spraying rim joists, crawlspaces, or attics in buildings and homes.”

Versatility is another key component of the LPG. It can process any of SPI's Synergy Series spray foam products, which include open-cell foams, closed-cell foams, roofing foams, and pour foam systems. The LPG can also process SPI's Synergy Series pour and spray polyurea elastomeric protective coatings. This versatility presents an option to high-pressure equipment, supporting the SPF contractor who wants to expand their business into polyurea coatings.

“LPG's ability to apply different products offers a significant revenue generating opportunity to the user,” said Weatherford. “Whether the contractor wants to get into or augment their business with foam or polyurea, the LPG's favorable price point and versatility provides a stellar entryway to both industries. Every day, many vertical markets and industries are identifying more uses for both foam and polyurea, so it is a smart investment in terms of revenue and business growth. The hundreds of LPG's that SPI has sold to date throughout the U.S. and many other countries continues to generate more and more revenue for our great customers.”

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Opportunities with **Injection Foam**

BY RYAN SPENCER

If you've spent any time in the commercial side of the SPF industry, particularly working with CMU buildings, you may have heard the term "injection foam" thrown around, albeit referencing something other than polyurethane foam. Indeed, there is another kind of foam insulation peaking the interest of not only major retailers like Wal-Mart and Publix Supermarkets, who are specifying it for their stores, but also SPF contractors, who see an avenue through which to expand their business.

"We get a lot of questions from spray foam installers," said cfiFOAM President Richard Porter, who further mentioned that once these questions were answered, many SPF installers also become injection foam installers. The similarities between the two products are favorable for SPF contractors who are looking to provide additional service offerings, and this Editorial Spotlight on Injection Foam will discuss why.

PRODUCT

When comparing injection foam to the spray foam and pour foam that SPF contractors are familiar with, there are some similarities in the sense that both are two-component foam insulation (though not the same components). The similarities end there, however.

“It’s a different kind of foam that was designed for injection into existing cavities,” said Porter. “Categorically, it’s called aminoplast.”

Like spray foam, aminoplast foam is a two-component product wherein a resin is mixed with a catalyst to produce foam. For years, the resin component was a premixed liquid, but more recently, a dry, concentrated resin formulation has become the industry standard, as it has inherently lower VOC content, is less expensive to distribute, and has a longer shelf life. In terms of appearance, aminoplast foam is white, as opposed to the yellowish hue of SPF, and has a texture more similar to soft open-cell foam than rigid closed-cell foam.

“In terms of physical properties, our injection foam is about 60% closed-cell, and about 40% open-cell,” said Porter. “It doesn’t have vapor barrier properties or offer structural support, but in terms of R-value, it’s R-4.5 per inch.”

Specifically, aminoplast foam is a more forgiving material to install than polyurethane foam,



primarily because it’s installed as pre-expanded foam, as opposed to a liquid. Because it only flows through cavities, rather than expands as it flows like SPF, aminoplast foam minimizes the risk of blowing out plaster or cracking drywall.

PROCESS

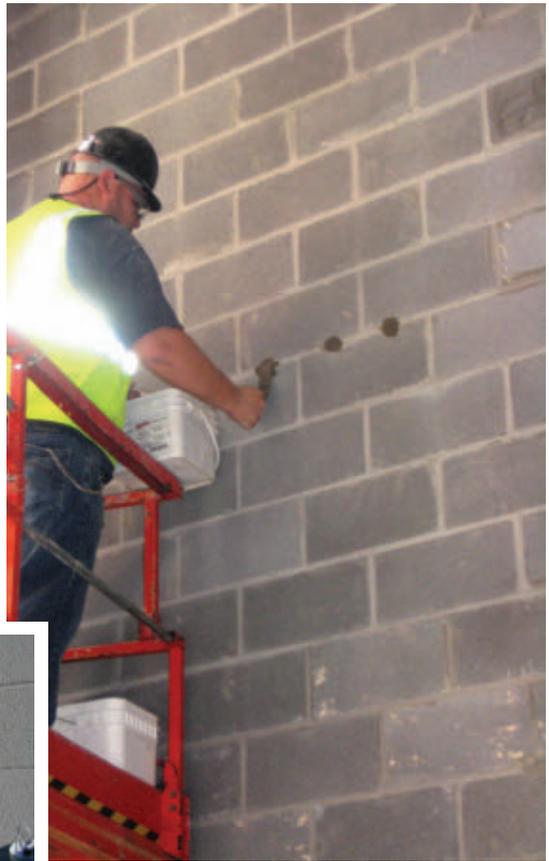
Concerning the application process, the major takeaway is that aminoplast foam is not polyurethane foam, so it cannot be installed with SPF equipment. Although it requires special equipment, the application of aminoplast injection foam is such that it presents a minor learning curve for seasoned SPF contractors.

“A lot of our current customers are already in the spray polyurethane foam business,” said Porter. “Spray

foam installers really understand a lot about two-component foams, so training lasts a day or two.”

Injection foam training can be done at a facility or in the field. Training involves: explaining the basics of the materials and equipment; going through the safety protocol of working with the chemicals; operating the equipment; mixing the components to make some foam; teaching about quality control aspects; and, finally, injecting foam insulation. Once on the job site, particularly for commercial projects, the installation process is fairly methodical.

“Typically, you’re drilling holes about five feet off the ground, every eight inches or wherever there’s a core,” explained Porter. “Then you pump the foam in, drilling periodic test holes at the



THE PROCESS

In strategic locations, installers drill holes that are just large enough to fit the injection nozzles (Top Left); cavities are methodically filled with foam (Left); the holes are then patched up (Above).

top of the walls to make sure the foam is flowing all the way up to the roof line.”

It should be noted that prep work and cleanup aren't labor-intensive, in terms of masking and protective sheeting, because injection foam doesn't adhere to substrates like SPF particulates do. It's also worth mentioning that safety considerations for injection foam are considerably less involved than those of SPF, as there are fewer health risks associated with aminoplast foam. Specifically, protective suits and fresh air masks aren't required for installers or other trades, although gloves and protective eyewear are recommended.

Because the injection foam process is a bit simpler than spraying foam, installers who are adept at that process will take to injection foam

quite easily. Furthermore, when contrasting SPF installers' body of knowledge with that of contractors who install other insulation materials, Porter explained that, “guys who have installed fiberglass batt insulation all their careers won't do particularly well with injection foam or spray foam without quite a bit of training—there's a technology threshold, if you will.” That technology threshold not only makes injection foam a relatively easy jump, but also a fairly secure one, in terms of potential outside competition.

MARKET

Generally speaking, the injection foam market is occupied by two sets of installers: those who insulate commercial masonry buildings and those who retrofit existing homes or offices

(there is also a niche market for filling in decommissioned underground storage tanks).

“In the retrofit market, there is enormous growth opportunity, and there always will be,” explained Porter. “There are supposedly 85 million houses in the U.S. that don’t have any insulation at all—virtually an untapped market.”

For the commercial side of the market, the opportunity is cloudy, but promising, due to recent developments.

“Commercial block could be a shrinking market but for one thing: the concrete masonry industry has worked with ASTM to change the standard by which concrete blocks are made,” Porter explained. “The change has brought new life to an industry that was mature and in the harvest mode of its lifecycle.”

Basically, advancements in concrete block design have entailed increasing the proportion of the cores, or hollow cavities, to the overall size of the block, as well as reducing the thickness of the webs, which are the solid parts on the inside of the blocks.



“That means there is less heat transfer that occurs through the walls,” explained Porter. “So, the R-values are quite a bit higher now—high enough to keep up with new, ever-changing energy codes.”

■ **CONTACT cfIFOAM**

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INTERNATIONAL SPOTLIGHT

Editorial Contributions by SPF Depot



Business Beyond Borders

BY RYAN SPENCER

The U.S. may be the single largest spray foam market in the world, but international markets are leading the way in terms of growth, presenting an enticing opportunity for enterprising suppliers and distributors throughout the industry. Companies large and small are taking part in the globalization of spray foam, with companies like Louisiana-based SPF equipment manufacturer and distributor SPF Depot making considerable efforts to do business overseas.

SPF Depot has grown from a small garage startup operation to distributing spray equipment all over the world from a 10,000 sq. ft. warehouse and manufacturing center. Much of the company's success in recent years meant doing business in places Owner Pat Gililand hadn't even considered.

"We've shipped orders to countries where I didn't even think there was demand," said Gililand. "Malta was the very first country we shipped to."

(cont'd on the next page)

While SPF Depot's geographic reach grew rapidly from there, it wasn't always an easy process to get products in the hands of SPF Depot's overseas distributors.

"Just getting your products over there is a hurdle," Gililland said. "If you don't have your products properly marked and have the proper forms, you're going to get held up in customs."

Even when shipping to a seemingly trade-friendly country like Canada, red tape can still be problematic.

"The paperwork involved makes it difficult," said Gililland. "Whenever I hear 'free trade agreement', I laugh because it's not free when I have to spend hours of my time doing paperwork."

Aside from the inherent obstacles to exporting, Gililland has been overall extremely pleased with how SPF Depot's exporting operation has progressed over the years, and much of it has been due to the company's relationship with Louisiana Economic Development Corporation (LED). From networking events to workshops to travel, SPF Depot was able to capitalize on everything LED had to offer. The organization's business development initiatives, particularly attending trade shows, were critical to driving



"We've shipped orders to countries where I didn't even think there was a demand."

— Pat Gililland, SPF DEPOT

SPF Depot's expansion, as LED grants paid for events in Panama, France, Japan, and Hong Kong. One uniquely structured trade show stood out in Gililland's mind:

"It was a trade show, but I call it 'speed dating,'" he said. "Businesses from all over the world came to the show...you present your business and then you arrange a 30-minute meeting at your table."

Gililland noted that there were several companies from around the world who were interested in SPF Depot, and after a number of meetings, he locked up a deal with a Polish distributor who loved the company's product line.

"We did really well, I was pretty impressed," Gililland said.

"I haven't seen anything like it in the U.S."

Additionally, SPF Depot has been an avid proponent of UTECH events, exhibiting at the most recent convention in The Netherlands during April, as well as the upcoming PU China in August.

"We will be showing our solvents, OEM parts and our aftermarket gun parts," said Gililland.

East Asia has been a major focal point of activity for SPF Depot. In fact, Gililland's first trip with LED grants was to Shanghai, in order to meet a customer wanting to be a distributor as well as trying to source tools, drill bits, spray suits, and gloves. More recently, Gililland was able to network with that new distributor he met in Hong Kong to partner with a Swedish distributor for packaging and labeling SPF Depot's SPF Release in Sweden for distribution in the EU region. As Gililland sees it, SPF Depot's success hasn't been a matter of coincidence or luck, but rather a consequence maintaining valuable relationships and putting the customer first.

Beyond major markets like Europe and Asia, Gililland noted that other high-growth regions, from his experience,

include: Poland and Russia; Ireland and the U.K.; Australia and New Zealand. Even in these smaller markets, Gililland has been pleased with the process of finding customers who possess a thorough understanding of spray equipment.

“Most everybody is already using this equipment, so we’re not dealing with market newcomers,” Gililland said. “They’re already in the business, familiar with it, and using it.”

Although Gililland has been able to work with people who have experience with spray foam and SPF equipment, that doesn’t mean conducting business is a hassle-free process. It’s really about finding the right fit.

“I guess the difficult part is finding a distributor that can put enough product on the shelf, but that’s a good problem to have,” Gililland explained.

Whenever Gililland has located the right distributor, sales have taken off, translating to robust, organic growth worldwide. Indeed, SPF Depot’s success has contributed to it becoming something of a model company for LED.

“Louisiana Economic Development Corp. had me as a guest speaker at an export program event to meet with manufacturers in the state because we’ve done so well on export growth,” said Gililland, who also mentioned SPF Depot’s recognition hasn’t only been at the state level.

Gililland recently completed an interview with the U.S. Dept of Commerce (DOC), which is writing a book on exporting and e-commerce, and wanted to find out more about SPF Depot’s marketing efforts to a global market, as well as its experience with LED. Actually, it’s not Gililland’s first time dealing with the DOC, as SPF Depot was presented the Presidential



AROUND THE WORLD
Gililland and his crew at a show in Poland (above) and in Panama (right)



E-Award for export growth last year, traveling to Washington to receive the award from the Secretary of Commerce.

While SPF Depot’s achievements have sat well with Gililland, it’s only an early chapter of his company’s story. There are always new places to visit, new people to meet, new relationships to foster, and new business to close. ▶

CONTACT SPF DEPOT

Direct any questions about international distribution opportunities to SPF Depot:

Phone: 1-318-742-8000 | Website: www.spfdepot.com



Sky-High Seal

Spray foam provides an air barrier to a rotunda's roofdeck inside Charleston International Airport

BY JUAN SAGARBARRIA

Imagine yourself as an operator of an airport that is in dire need of structural renovations and you are well aware the building is being affected by air leakage and infiltration. Do you want air, moisture, or insects to continually get into the building and cause damage? Do you want the noisy sound of jet engines to emanate throughout the airport and annoy passengers, many of whom are already stressed? You definitely don't want faulty insulation generating subpar indoor climates and hiking up the energy consumption, right? For all intents and purposes, you would need to make sure your airport is air-sealed to avoid these scenarios.

Such was the case of the Charleston International Airport, where air-sealing became a priority during the building's long-needed renovations. The airport operators put their faith in Energy One America (EOA), whose insulation and air-sealing expertise was vital to create an airtight structure.

Although some areas of the airport warranted traditional methods for proper air-sealing, the most challenging aspect of the project for EOA came when addressing the roofdeck of the 1,300 sq. ft. rotunda that connected two terminals of the airport. EOA was able to utilize rigid foam

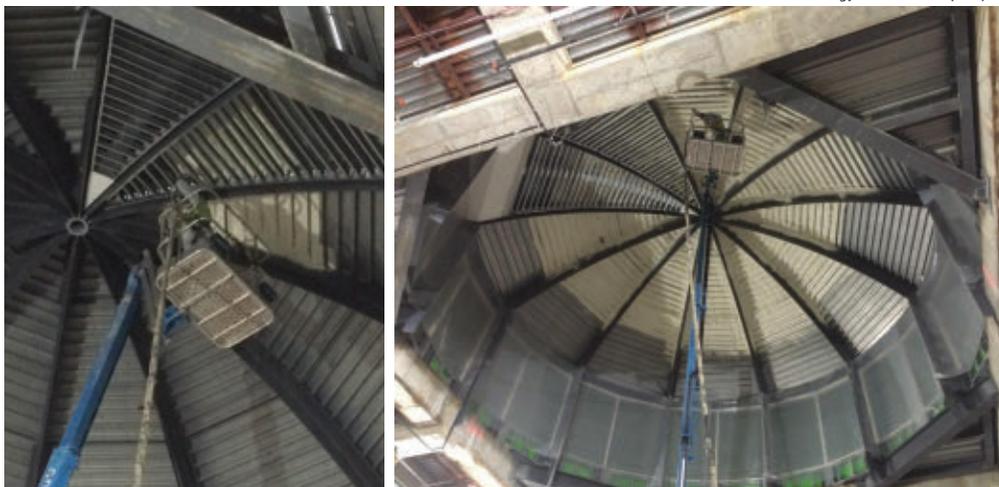


throughout most of the project, but there was only one type of material that could effectively air-seal the rotunda's roofdeck with ease: spray polyurethane foam insulation.

"The dome-shaped roofdeck was in a dead-center focal point of the airport," said EOA's Jason Pluchinsky. "Because of its odd shape, we decided on spray foam insulation, which we knew would seal and insulate the area properly."

Pluchinsky, along with EOA crewmembers Jason Villanueva and Parker Moore, handled the SPF application. Applying SPF inside an airport was certainly not a walk in the park. The EOA crew found themselves working between the hours of 2 and 5 AM, when regular foot traffic wasn't an issue. They operated four 12-inch forced-air duct fans during the foam application to prevent hazardous fumes from lingering. Building access was limited, so EOA parked their rig in front of the airport's main terminal and from there guided to the rotunda 300 feet of hose that connected to their Gusmer H-20/35 hydraulic proportioner. Pluchinsky noted that getting their hose to the work area proved to be a difficult task: the hose had to be elevated via scaffolding over walkways for 50 feet into the building to get to the rotunda, in order to keep the terminal clear.

"The only way to get to the rotunda area was to go through a hallway that travelers used and couldn't be closed for any period of time, even during the



SPRAYING THE ROTUNDA Clockwise from Top Left: View of the rotunda roofdeck during the SPF application; the crew made sure to mask the windows that encircled the rotunda to mitigate overspray damage

"The dome-shaped roofdeck was in a dead-center focal point of the airport. Because of its odd shape, we decided on spray foam insulation, which we knew would seal and insulate the area properly." – Jason Pluchinsky, ENERGY ONE AMERICA

early hours in which we worked," said Pluchinsky. "We needed to elevate the hose about 25 feet off of the ground on both sides of the hall and place a scaffold walkboard

across the two scaffolds. Basically, we needed to build a bridge for the hose to lay on as it crossed over the hallway, away from people's heads."

(cont'd on the next page)

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Assisted by a telescoping boom lift, the EOA crew applied SPF to the rotunda's roofdeck, which was 54 feet off the ground

According to Pluchinsky, three of the five days that EOA spent on site focused on prep work alone. The EOA crew masked off much of the rotunda, particularly the windows that encircled the rotunda, the tops of which formed the base of the roofdeck.

“We covered everything we saw,” said Pluchinsky. “Given the angles in which we sprayed the foam, we knew there would be significant overspray and we didn’t want to risk damaging anything.”

The EOA crew was outfitted with PPE consisting of full-face respirators, polypropylene coveralls, and boots. They also

wore safety harnesses while operating a telescoping boom lift to get to the underside of the rotunda rotunda’s peak, which was 54 feet off the ground.

Pluchinsky said that utilizing a primer was not necessary for the foam application because a subcontracting crew had cleaned the roofdeck’s metal substrate with a degreaser solution to facilitate foam adhesion prior to EOA’s arrival.

“There was no oil residue on the surface and the substrate was completely dry before we began applying the foam,” said Pluchinsky.

With a Graco Fusion AP gun, the crew applied to the substrate 2.5 inches of InsulBlock, a 2 lb. closed-cell spray polyurethane foam formulated by NCFI. The crew applied one set of foam in two lifts.

“Spray foam provided a smooth, monolithic coat with zero gaps over an arched, corrugated surface,” said Pluchinsky. “This is just one of many examples in which spray polyurethane foam air-seals difficult structures and provides optimal insulation at the same time.”

For more information, please visit www.energyoneamerica.com.



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Dome Sweet Dome



BY **JUAN SAGARBARRIA**

Closed-cell spray
foam provides
structural
integrity and
optimal insulation
for a monolithic
dome home

Every year, an estimated 337,000 people take the proverbial road that leads west to California, where magnificent sceneries combine with its signature Pacific climate to reel in many an out-of-towner. For these transplants, the region's alluring characteristics seem to generally outweigh the potential hazards of California's greatest fault – the San Andreas Fault, that is. The 810-mile fault line that separates the Pacific and North American Plates has been an ever-present threat to the Golden State since its identification back in 1895. For the town of Redlands, which is located near the fault line, sporadic earthquakes are a common occurrence, so it stands to reason that residents should take into account the area's potential geographical dangers.

Case in point: a homeowner that was in the process of relocating to Redlands thoroughly evaluated what his ideal

living situation would be, bearing in mind the town's proximity to the San Andreas Fault. He ultimately decided to live in a monolithic dome, a cost-effective, insulated, reinforced concrete structure. They not only provide more protection than your average home, but they can also be built quickly and can be move-in ready within weeks. Monolithic domes meet FEMA's standard of "near-absolute protection," which means the organization's body of knowledge suggests occupants will survive a wide variety of natural disasters inside such structures. In fact, monolithic domes have a proven track record of surviving earthquakes, tornadoes, hurricanes, rot, fires, and most manmade disasters. Because of this, the homeowner can rest easy despite the home's proximity to the fault line.

The plan for the monolithic dome consisted of three main components: a concrete shell reinforced by a cage of rebar and insulated with closed-cell spray foam. The monolithic dome's construction, which was spearheaded by Hildebrand Dome Construction, started off with a circular ring beam consisting of wooden boards encircling a trench. The bottom half of the rebar cage, spanning the footprint of the dome, was laid down to reinforce the concrete slab foundation that subsequently poured over it. The ends of the rebar were bent 90 degrees, such that they stuck out vertically 33 inches above the surface of the slab. After the slab cured, the upright portions of the rebar were bent down onto the slab to ensure that they weren't in the



TAKING SHAPE Interior view of the Airform as it inflated to form the dome's shape

way of the Airform apparatus that would later be inflated to form the dome's shape.

Then, the Airform, consisting of a PVC-coated geomembrane material with an airlock, was attached to the foundation and inflated with an air blower. Once the Airform was fully inflated into a dome shape, window and door framing was installed by workers coming in through the airlock. Then came the most important part of the project: the installation of closed-cell

spray polyurethane foam to the interior of the dome. For the SPF installation, Hildebrand brought in Western Pacific Roofing Corp.

"Closed-cell spray foam gives the monolithic dome its structural stability and it provides high R-value in a limited space," said Western Pacific's Jill Ludvickson. "The construction company was looking for the best insulation that could work with the shape of the home and give the

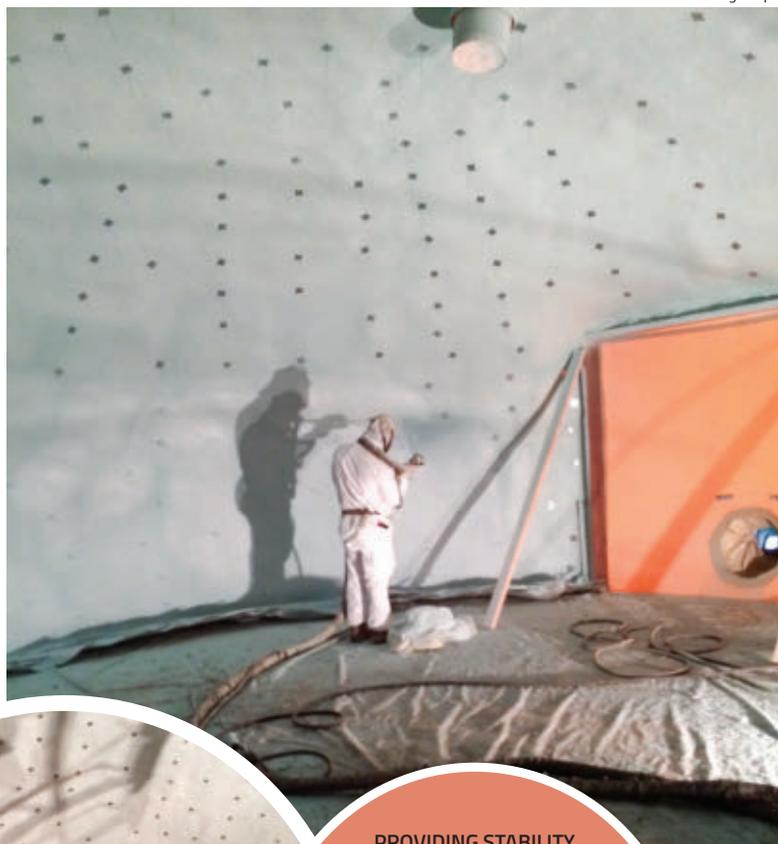
owner superb insulation in the process, so that's exactly what we offered. The application of foam was a crucial step for completing the high quality, hyper-insulated, permanent home that protects its inhabitants from elements of disaster."

Western Pacific's job consisted of applying spray polyurethane foam to the inflated Airform's 2,600 sq. ft. surface area. The Western Pacific crew brought onsite one rig that was equipped with a Graco E-20 proportioner, as well as two sets of HEATLOK SOY PLUS 200, a 2 lb. closed-cell SPF made by Demilec.

The two-man Western Pacific Crew wore PPE consisting of Tyvek suits, gloves, boots, and supplied air respirators for the duration of the project. Their prep work consisted of masking the bent rebar ends with plastic sheeting. Additionally, they utilized a Genie lift to access the higher areas of the monolithic dome. According to Ludvickson, ventilating the work area proved challenging because the airlock had to remain closed in order to maintain a constant air pressure as the SPF application progressed.

"While applying the foam, it was tempting to open the airlock door to get fresh air into the building, but there was a great risk in doing so," said Ludvickson. "Opening the airlock would have resulted in a pressure drop that would have increased the possibility of deforming the structure's shape. That was why supplied fresh air for our crew and other subcontractors was mandatory."

In actuality, the Western Pacific crew worked hand-in-hand with a subcontracting crew that was in charge of installing rebar inside the monolithic dome. The Western Pacific crew initially installed



PROVIDING STABILITY

Closed-cell spray polyurethane foam was installed to secure the rebar hangers to the Airform and provide structural stability to the dome

two 0.75-inch lifts on the first day for a total of 1.5 inches of foam to the interior of the Airform. After that, the rebar crew embedded hangers into the foam. Then, the Western Pacific crew applied another 1.5 inches of foam to secure the hangers to the Airform. The three-inch closed-cell SPF layer provided the home with an R-21 value.

Once the final layer of foam cured, the crew attached rebar over foam to reinforce the dome's structure. First, horizontal rebar was attached to the foam, at which point the bent rebar ends were returned to their original upright positions.

(cont'd on the next page)

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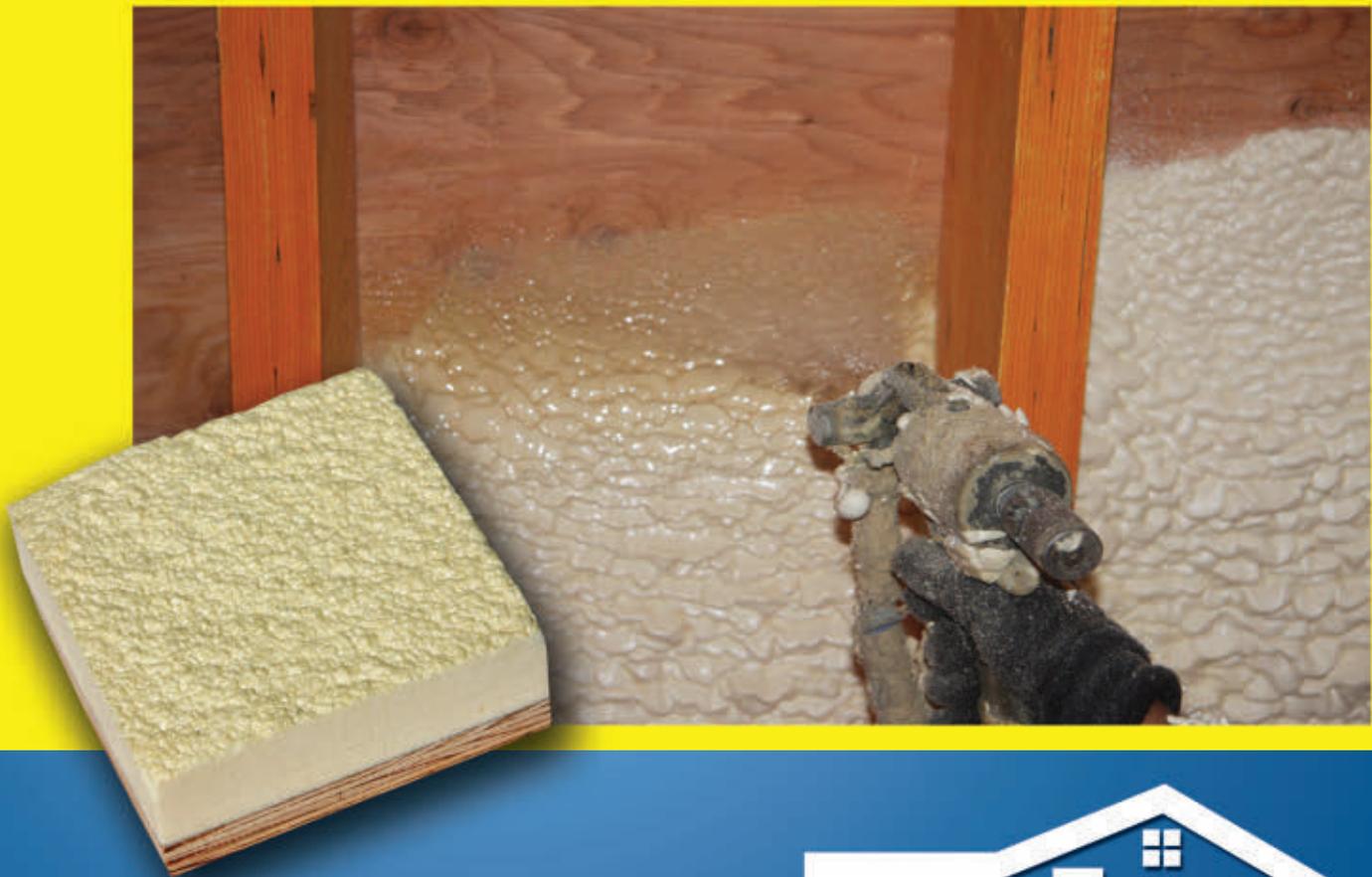
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A rebar grid was installed over the foam to further strengthen the structure



“The monolithic dome with SPF requires less energy to heat or cool than a super insulated metal building or conventional house covered with an airtight wrap.”

More vertical rebar was added to form a grid that comprised the upper half of the rebar cage. The foam and rebar applications were completed in three working days.

To complete the concrete shell and finalize the project, Hildebrand brought in an additional subcontracting company to install over the rebar four inches of Shotcrete, a spray-applied concrete material. The Shotcrete was applied in half-inch layers, each layer creating a smooth concrete surface in the interior of the monolithic dome. After the concrete had set, the blower was turned off and the monolithic dome was fully formed.

Ludvickson pointed out that by choosing a monolithic dome as his home, the homeowner will reap significant energy saving benefits.

“The monolithic dome with SPF requires less energy to heat or cool than a super insulated metal building or conventional house covered with an airtight wrap,” said Ludvickson.

Ludvickson also proudly mentioned that in January 2015, the SPF industry honored Western Pacific by awarding the company at the 2015 Sprayfoam Convention & Expo. The dome project won the Specialty Application category during the 10th Annual Contractor Industry Awards.

For more information, please visit www.westpacroof.com.



END RESULT
the monolithic dome home in its completed form



RIVERSIDE RESTORATION

SPRAY FOAM RESTORES ROOF OF HISTORICAL DOWNTOWN BUILDING IN PETALUMA, CALIFORNIA



BY **JUAN SAGARBARRIA**

Situated nearby California's picturesque Wine Country, the city of Petaluma is a quaint haven tucked away between a backdrop of mountains and the winding Petaluma River. Along the river, Petaluma's historic downtown area features a famous marina known as the Turning Basin, a hub for entertainment where throngs of Petalumans flock to by car, bike, sailboat, motorboat, or even kayak. The Turning Basin acts as a backyard to the busiest area of Petaluma's downtown district, and it offers a variety of restaurants, bars, shopping centers, and hotels. Such an area can present many obstacles to building restorations.

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Top: the Wedge crew had to park their rig on a specific spot on a walkway; **Bottom:** the downtown setting presented a number of issues pertaining to overspray protection



In the case of a recent spray foam roof restoration for a three-story retail building located next to the Turning Basin, many challenges such as weather delays, foot traffic, and overspray issues had to be taken head-on. Notwithstanding, Wedge Roofing turned to their comprehensive SPF roofing expertise to swiftly complete the application.

“It was a tough application because there were many different factors that could easily have caused the project to go south,” said Wedge Roofing’s Gary Harvey. “Prevailing winds were a considerable threat due to the height of the building and the proximity to the Petaluma River. We did not allow spray foam operations to impact the marina or its vessels, not to mention the nearby historic buildings. We were working regular hours so there was always a great number of people walking around the building.”



To complicate matters further, there was a popular wine bar and restaurant on the building’s first floor that refused to lose business by closing their doors during the roof restoration. Because of this, Wedge had to apply the SPF without tearing off the existing roof for fear of disposed debris affecting the restaurant patrons, particularly in the patio

The Wedge Roofing crew used spray shields around the sprayer to mitigate overspray damage

area. Parking was also an issue for the Wedge crew. With a special access permit, they could only park their rig in a designated spot on a walkway adjacent to the building. The parking spot was located 15 feet away from the restaurant's entrance, so pedestrians and onlookers were a constant presence. To provide safety for these individuals, Wedge was responsible for redirecting foot traffic throughout the project's duration.

“Obviously, this job called for extra labor, both on the roof and on the ground. We had to have one person on the ground at all times redirecting pedestrians and folks who were going into the restaurant,” said Harvey. “He acted as our liaison between parking officials, the restaurant, and our crew.”

Along with the crewmember in charge of perimeter delineation, Wedge had a six-man team onsite consisting of sprayers, spray shield holders, and a rig operator. The crew was outfitted with PPE that included Tyvek suits, gloves, and 3M 5201 half-face organic respirators. Once their rig was securely parked, the crew pulled the 300 feet of hose connected to their Graco E-30 proportioner and Graco GH 933 Big Rig hydraulic sprayer up to the roof and worked from there. Their job consisted of applying



THE PROCESS
Views of the roof during and after the SPF application



AFTER APPLICATION



DURING APPLICATION

“The existing perimeter metal was an integral part of the exterior façade of the roof,” said Harvey. “Removing the metal would have resulted in the building necessitating a considerable amount of exterior cosmetic repair, so the counter-flashing installation was essential in this case.”

spray foam to the cap sheets of the existing built-up roof, mainly to address numerous leaks that had contributed to the building’s gradual deterioration.

“Although it was a modern building compared to some of the historic buildings nearby, it definitely needed a new roof,” said Harvey. “With spray foam, the roof could be tightly air-sealed, and the building would also benefit from the insulating value.”

Aside from the 3,500 sq. ft. flat roof surface, the project also included spraying the perimeter parapet walls. Since the parapet walls had existing metal cap flashing that could not be detached, the Wedge crew installed five-inch custom counter-flashing to the parapet walls in order to terminate the foam at the metal.

Using a Graco Fusion AP gun, the Wedge crew installed to the flat roof and parapet walls one inch of PREMISEAL 280, a 2.8 lb. spray polyurethane foam formulated by



DOUBLE DUTY The Wedge Crew also replaced a broken access hatch on the roof during the project

“The building now has a fully sustainable roof system, which provides the building with a whole new life. If recoated at the recommended intervals, this will be the last system this building ever needs.”



Premium Spray Products (PSP). During the SPF application, Wedge crewmembers handled multiple spray shields consisting of sheet cloth attached to wooden-frames around the sprayer to reduce wind and mitigate overspray. Harvey noted that as many as three crewmembers at a time held windscreens around the sprayer depending on the area of the roof that was being sprayed.

For the coating application, the Wedge crew used PSP's PREMICOOTE 2100, a white, high-solid, Bay Area-compliant silicone coating. They used a Graco XTR-7 airless spray gun to install a gallon and a half of PREMICOOTE 2100 in a single pass. Once the silicone coat had cured, the crew embedded Lucas Specialty Rock's #11 fire

white granules into a second half-gallon pass of coating. The granules were broadcasted by hand at 30 pounds per 100 sq. ft. due to the lack of parking for the machinery that sprays granules and the relatively small roof area.

Additionally, the Wedge crew replaced a broken access hatch on the roof with a new, BILCO paint finish hatch. The process entailed removing the existing hatch, fastening the new metal hatch to the roof using lag-type wood fasteners, priming the new hatch with PSP's PREMICOOTE P75, and finally integrating the newly secured hatch into the roof system.

It took nearly four days for the Wedge crew to wrap up the spray foam roof installation and roof

access hatch replacement prior to the project's final inspection with the building owner. According to Harvey, the owner was pleased with Wedge's work, particularly the long-term benefits it provided and the minimal impact to the building occupants.

“The building now has a fully sustainable roof system, which provides the building with a whole new life,” said Harvey. “If recoated at the recommended intervals, this will be the last system this building ever needs. This spray foam roof is going to provide the building owner and occupants with insulating and reflective qualities that no other system can offer.”

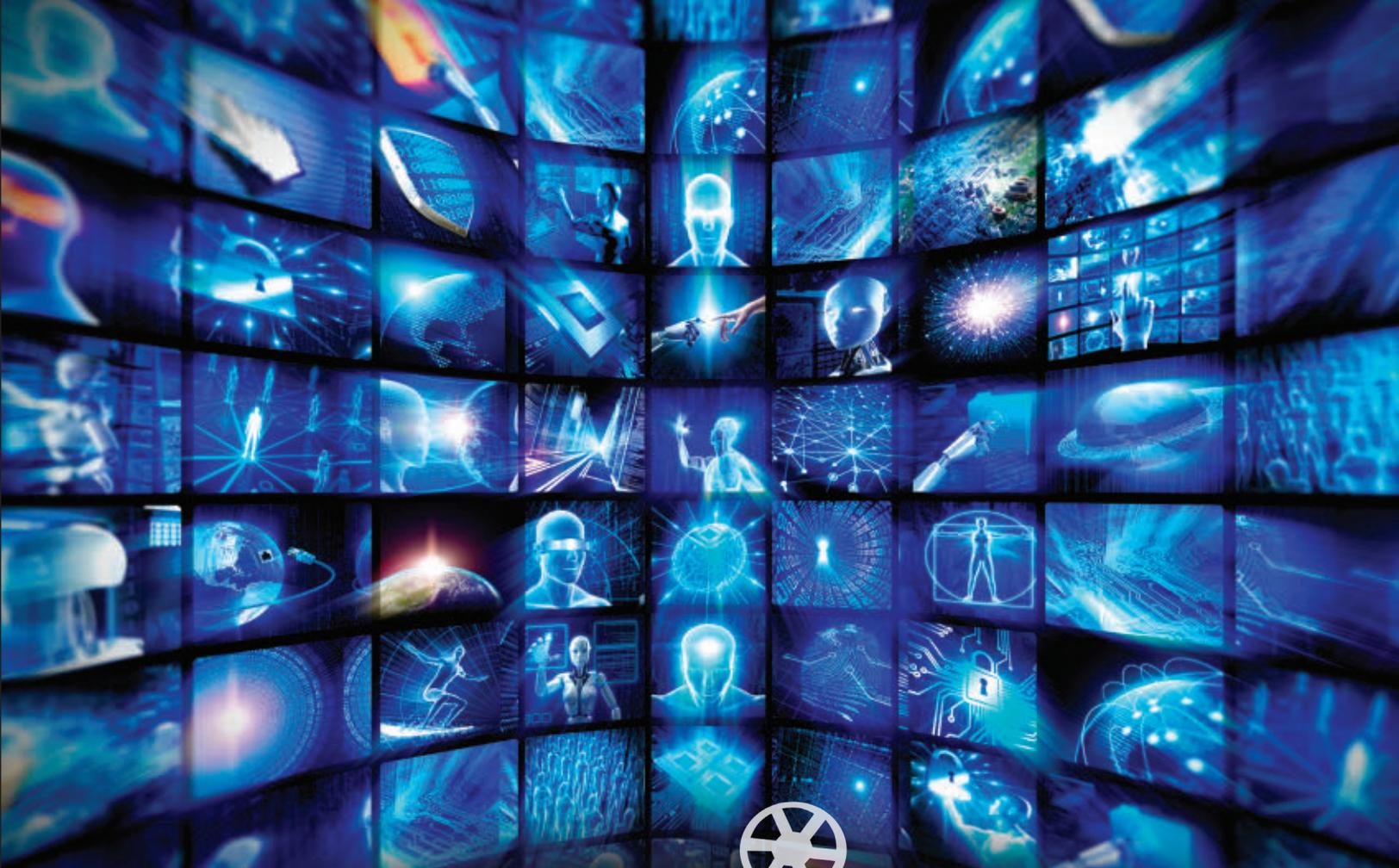
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The Road to Discovery

You might be interested in learning about content marketing's latest trend

At this point, it probably isn't necessary to convince anyone that content rules digital marketing, and chances are your company is already producing it, or has hired a content expert to create it on your company's behalf. Furthermore, your company already may have cultivated an audience, thereby establishing it as an expert resource within its domain, be that roofing applications, spray equipment, etc. In any case, whatever reach your company has gained can always be improved, so the question stands: how does your content (and company) reach a larger audience?

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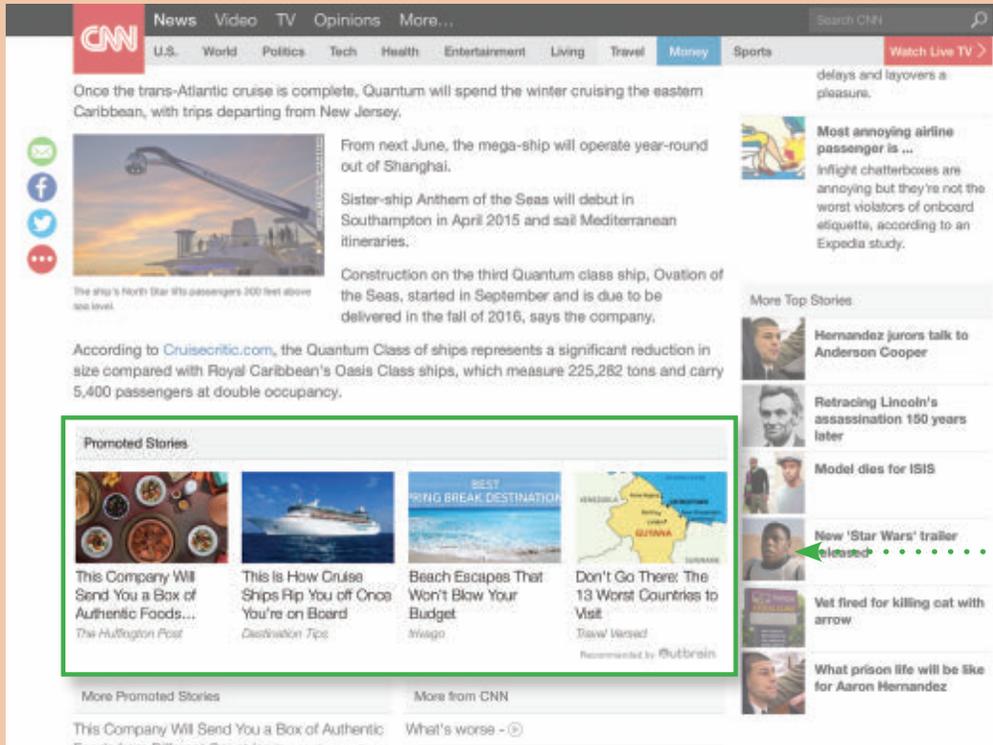
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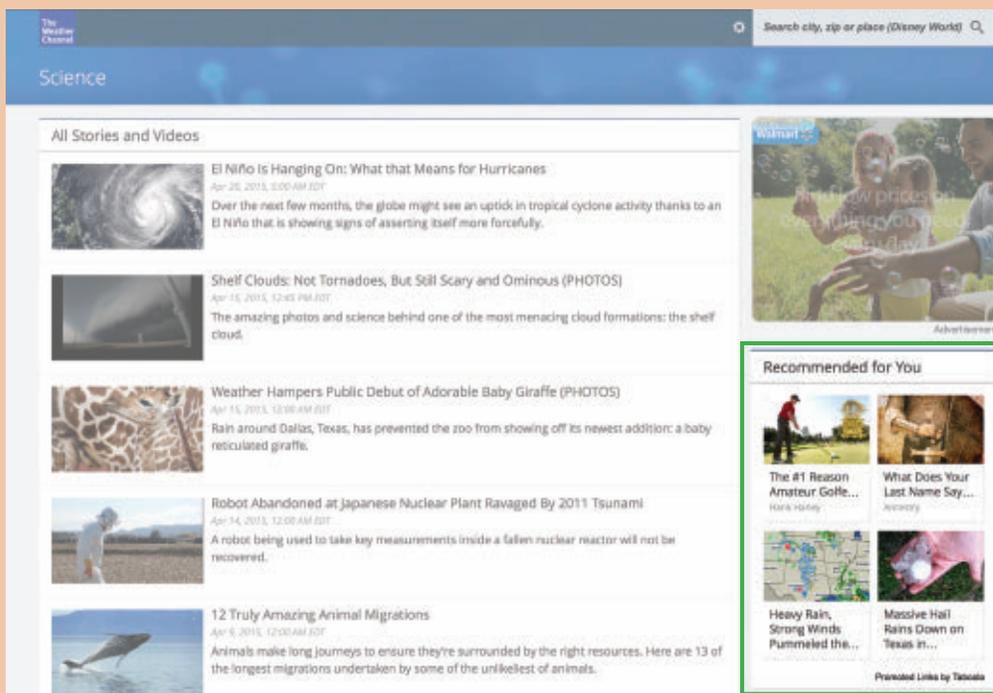
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SOURCE: CNN.com

CONTENT DISCOVERY TOOLS place content on web pages in places where it is convenient for users to find them, become intrigued, and become engaged. Typically, this is adjacent to or after a web page's primary content.



SOURCE: Weather.com

If your company or its content partner is worth its salt when it comes to production, then your content has been crafted to be rich in relevant keywords, which make it easier for people to find when searching on Google, Bing, or Yahoo. But what about people who aren't searching for your subject matter—people who haven't yet realized that they want to engage with your company's content? That's why a paradigm shift is necessary for building a larger audience. Basically, you need to make sure your company's content can be discovered on web properties beyond its own site or blog, and doing so means leveraging services that distribute content throughout the web.

DISCOVERY PLATFORMS

Currently, one of the latest trends in content marketing is utilizing content discovery platforms. Generally speaking, these platforms take content that you link to or upload and distribute it across the web. Specifically, your company's content, or links to it, will end up being displayed on highly trafficked websites like CNN.com or Yahoo (the manner in which this is done is proprietary to each platform). Moreover, you most likely have seen this in action if you've ever been reading an article on a given website and seen an array of links under a heading like, "You might be interested in..." And that's essentially how it works: use websites with large audiences to present them with options for continued reading and engagement. However, these audiences can be double-edged swords, as what they may offer in volume, they may lack in suitability. In other words, these huge audiences aren't necessarily targeted, or at least sufficiently so, to your company's domain, particularly if it's a niche. That doesn't mean content discovery platforms aren't useful, but rather the one-size-fits all approach isn't for everyone. If your company's content is for a niche audience, you still have options.



TARGETED DISCOVERY

If your company's content is for a niche audience, perhaps a platform isn't the best content discovery tool for you. Instead, companies can rely on targeted content discovery services to meet their needs. These services function in much the same way as the content discovery platforms, but the websites in which the content is distributed aren't geared toward mass-audiences. Rather, targeted content discovery services are integrated into websites like SprayFoam.com that attract niche audiences. So, this presents companies with the opportunity to distribute content of their own creation, or content that is crafted on their behalf, to audiences that they know are more likely to be intrigued, attracted, and engaged by their subject matter. Of course, you won't get the warm, fuzzy feeling of your company's content being featured before countless sets of eyes on a big-name website, but you'll most likely be rest assured that your marketing dollars are being utilized more effectively with a targeted service. 

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