The summer Olympics may have spawned a great deal of rhetoric. In doing so, the game attracted attention to the high degree of excellence many of the participants exhibited. This same excellence can be likened to the specialty contractor who has been progressive, innovative, and aggressive—against those who have not been—in a turbulent market.

Without such Olympic type attributes many contractors have fallen by the wayside—and will continue to fall. The question then becomes: how do demountable partitions fit into this?

The answer is very simple. Demountable partitions are now, and will continue to be, a major opportunity for interior contractors. The continued upsurge of remodeling existing commercial structures, coupled with fairly active institutional activity, has created a healthy demand for demountable partitions. This has occurred even in the face of a steeply declining market overall.

A good demountable wall system can give your company many benefits such as:

- more sales dollar generation and profits
- broader labor base to support operations
- recognition as a total systems contractor with consequent image improvement
- exposure to systems building concepts, i.e., interface with ceiling, light, air, etc.

Demountable wall systems are an integral component in the life cycle analysis of every structure.

This in turn relates to energy consumed in building the structure.

Demountables are re-usable and, therefore, meet the stringent requirements imposed by life cycle analysis.

I would strongly urge all wall and ceiling contractors who are not now actively engaged in demountable partition work to analyze the situation aggressively. Seek out a reliable full product line and get into the market.