For a contractor with commercial drywall experience, it’s a new profit breakthrough—and a ground floor opportunity to dominate a large segment of the energy market.

The internationally renowned construction consulting firm of A. D. Little has conservatively estimated the market volume at $179,000,000-a-year. That’s just for starters.

Yet, as of this date, no well-defined contractor group has charged into the market and its potential, identifying itself as the specialty group under whose jurisdiction and work scope the specifications belong.

“That makes it,” as Thomas E. Hamilton, Jr., of the Owens-Corning Fiberglas Corporation, describes it, “... a wide, open opportunity for any construction specialty group that wants to grab this market and run with it.”

What it is—is the commercial exterior wall insulation business. And to Hamilton’s way of thinking it’s a natural for the drywall contractor.

Natural Market

Hamilton, who is Manager of Commercial and Specialty Insulation: No Longer an Extra

The Energy Crises is Providing a New Profit Breakthrough For Contractors With Commercial Drywall Experience
tions Division for the Toledo, Ohio-based Owens-Corning, said an entire line of insulation products is now available for insulating commercial exterior walls. Furthermore, each of the products has been specially designed to complement drywall applications, making insulation an easy and profitable extension of any commercial drywall system.

"In the past," Hamilton said, "most drywall contractors have tended to concentrate on interior walls and partitions. Now, with Commercial Wall Insulation (CWI), they can go after the lucrative exterior wall market as well."

Making this possible is the new line of CWI products by Owens-Corning which was engineered as a total system—one compatible with drywall—for insulating exterior walls of commercial structures. The biggest challenge for a drywall contractor is simply taking it off the specifications and then doing the work with no appreciable increase in job problems.

"The drywall contractor is already doing the basic system, the studs, track and furring," Hamilton explained. "To get the insulating end of the business, too, he has only to learn what commercial products we have available for the system he's installing."

Growth Market

Any wall and ceiling contractor interested in further diversifying his business service line will find the insulation market a growing one—and with full support from Owens-Corning.

Owens-Corning has approximately 87 branches and more than 40 supply centers throughout the United States. To give a full thrust to the new marketing program, Owens-Corning is now heavily engaged in training more than 200 full-time salesmen to work with major owners, architects, engineers, specifiers and contractors.

What gives the insulation market such impetus and promise right now is the skyrocketing cost of energy, which, in turn, has led to the development of ASHRAE Standard 90-75, "Energy Conservation in New Building Design."

The standard is under study for adoption in the three major building code bodies in the United States.

(Continued on page 19)
INSULATION:

(Continued from page 17)

and will exert enormous impact on all building codes from coast to coast. In the near future, virtually every structure that is erected in the United States—whether a modest one-family house or a 50-story skyscraper—will be affected by this design document.

Fuel costs now, along with the anticipated impact of energy conserving standards such as ASHRAE 90-75, are stimulating more serious efforts by building owners and architects to plan for their structures’ long-term efficient operation.

Nowhere is conservation of energy more vital than in the operation of commercial buildings. Studies by the Federal Energy Administration show that commercial buildings consume some 10% of all the energy used in the country. It has been estimated that approximately 50% of this energy is wasted, an equivalent loss of two million barrels of oil per day.

Commercial Market

For the commercial market, Owens-Corning has now made available a versatile group of Fiberglas* insulating blankets—unfaced, Foil-Faced and Foil Reinforced Kraft Faced.

The blankets are produced in 96" lengths and in 16" and 24" widths, suitable for easy placement be-

*Registered trademark Owens-Corning Fiberglas Corporation

(Continued on page 23)
tween metal studs where they remain in position by friction.

The other CWI products consist of Type 1, 3 and 5 semi-rigid board insulations designed primarily to insulate exterior curtain walls, within the cavity space in masonry wall construction and in spandrel areas of high rise construction.

Each of the three types has specific thermal and physical characteristics making them suitable for the uses described.

The major thrust by Owens-Corning for the immediate future will be towards the shopping centers and the retail stores market. F. W. Dodge has forecasted that retail store construction will increase 24% in 1976 over 1975. This means insulation sales will increase proportionately.

During the era of cheap energy, store builders and owners did not emphasize insulation or building operation costs because the HVAC component was not truly a major cost consideration. With the skyrocketing cost of energy, the matter of proper insulation is now of primary concern.

At a recent Commercial Wall Insulation sales meeting, drywall contractors active in this market indicated that approximately 90% of the exterior walls now being specified are calling for insulation.

"It's really an entirely new market," Hamilton continued, "and it's there for the grabbing, especially by a subcontractor with drywall competence. Very few subcontractors have been doing it as a specialty in the commercial market. What insulation for exterior walls has been done pretty much represents an on-the-spot reaction. In the past, insulation has been installed by acoustical contractors, general contractors, residential insulation contractors, and some drywall contractors."

Specialized Market

"The attractive thing about it is that this market is growing fast enough that it will justify—and support—the attention of a contractor group who will specialize. The bonus is that Owens-Corning will have more than 200 salesmen out there selling full-time and creating opportunities."

The Owens-Corning executive stressed that a contractor faces no expensive tooling up or inventory requirements.

“Our service centers have the trucks, inventory, and personnel to make deliveries on time and in quantity. As a matter of fact—and many drywall contractors already know this—many of the service centers stock studs, track, furring and insulation."

The blankets are compression packed so more of the material can be placed in the back of a pick-up truck where space for hauling materials to the job is at a premium. In some areas the service centers.

(Continued on page 27)
too, will deliver directly to the job site.

Jerry Foster, Product Manager for Commercial Wall Insulation, stated, “Owens-Corning is an insulation manufacturer with a commitment to this industry. Our objective is to help conserve energy and tell people how to do it.”

“To be effective, though, we must have quality installations and the drywall contractor is a natural to assume this important leadership role. The product line has been engineered to fit into virtually any drywall system as well as remain the simplest, lowest-cost system there is.”

“With these blankets, the mechanic needs only to pop them between the studs—and they’ll stay there.”

Easy Market

The inherent characteristics of Owens-Corning Fiberglas CWI insulation, both blanket and board, permit easier handling and cutting.

The Owens-Corning Fiberglas blanket insulation is easy to cut, apply and fit around structural protrusions, between metal furring strips and on uneven surfaces.

On curtain wall construction, Owens-Corning Fiberglas CWI board cuts easily and glues neatly and quickly.

Once installed, blanket and board products have the look of professional application.

For wall and ceiling contractors interested in pursuing the possibilities for additional insulation work, information may be obtained simply by telephoning one of Owens-Corning’s Service Centers—they may be found in the Yellow Pages—or one of the nearest branch sales offices located in all major cities.

A comprehensive brochure explaining the product line along with technical materials may be obtained by writing to J. B. Meeks, Owens-Corning Fiberglas Corporation, Fiberglas Tower, Toledo, Ohio 43659.