

HOW CREATIVE USES OF DRYWALL

Can Expand Your Business and Increase Your Profits

By Joe Koenig, Jr.

There once was a time when drywall contractors could satisfy the building industry simply by doing their jobs quickly and inexpensively. But today's competitive marketplace demands more. The successful drywall contractor of the 1990s must take a new approach to

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bidding jobs by offering something more to prospective clients than lowest possible cost.

After years of providing cut-and-dry services, many drywall contractors find themselves hard-pressed to come up with that extra something. However, some have successfully added a new dimension to their services by taking advantage of recent developments in drywall accessories. These accesso-



The recessed bookshelf shown here is another example of double drywall. To produce this effect, a second layer of drywall with a space cut out is applied to the surface of the base wall. The recess provided by the cut out space can then be fitted with a bookshelf or even a customized entertainment center. A project like this adds a significant amount of value and uniqueness to a home, and it can be constructed in a few hours.



There is not limit to the uses of vinyl trim drywall accessories. Here, drywall accessories are used to create a ceiling soft, coffer and wall-to-ceiling moldings. Creative adaptations can easily be achieved within the context of standard drywall installation practice.



Double drywall with vinyl accessories is used here to create a variety of effects, including recessed lighting, stepped ceilings, pot shelves, door frames and a double layer dropped ceiling. Touches like these can make the difference between an average interior and an exceptional one.

ries allow them to provide new designs, including interesting kitchen soffits, unique door openings, decorative corners and corners

with rounded edges. This drywall art enhances the look of any interior at very little extra cost and produces dramatically different effects

that sell homes. And it translates into more business at a higher profit for drywall contractors.

The concept of using drywall art is different from just low bidding on a job. It requires drywall contractors to make their role in the building process a proactive one. Rather than just carrying out the builder's original plans, they work with them to make interior designs more interesting. Many times, details in the interior of a home make the difference between one that sells quickly and one that lingers on the market. The contractor who can provide the extra details achieves a clear edge over his competition. He can do more than just bid a job, he can "sell" a job.

What Is Drywall Art?

Drywall art is the adaptive use of materials and accessories available to enhance the standard flat and square edged world of drywall



For a simple, yet effective panelized appearance, a double drywall application like this, with a 4' x 8' piece of drywall, can be cut into any shape, fastened onto a wall surface and finished off with vinyl accessory trim and accent lighting. This gives a the wallspace an entirely different look with minimal cost and effort.

Double drywall is used here as an attractive replacement for standard door trims used in moldings and archways. Not only does this eliminate the need for finish carpentry and millwork it is also versatile and effective because it can be used more creatively and much more cost effectively than hardwood. (Courtesy of Brett D. Karson, Karson and Associates)





Drywall accessories are used here to create special effects including bull-nose edges, inside and outside corners and wall-to-ceiling trim molding. These touches can economically add value to a project.

materials. It is a return to the decorative style once used with plaster wall construction, but abandoned in the conversion to drywall. It could be as simple as a rounded edge or as complex as a 15-step

drywall decoration. It may take a variety of forms, including decorative archways, rounded edges and crown moldings. All of these designs can be easily created by adding drywall accessories to ordinary wallspace. Another option, double drywall, can be achieved by applying cut pieces of drywall to the base wall surface to create reveal effects such as recessed shelves and stepped ceilings.

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In addition to being visually effective, drywall art projects are very easy to install. They do not require any extra technical knowledge. All that is needed is imagination and the right accessories, which are readily available. Trim-Tex, Inc., creators of the drywall art concept, offer a full line of drywall accessories, in 65 different designs in over 275 sizes and colors, designed with that concept in mind. These versatile products can accommodate nearly any project the imagination can create. They are made of rigid vinyl, which is more flexible and durable than metal, and will not rust, kink or dent. The complete line of products is available through the Trim-Tex catalogue, which comes complete with photographs, explanations and suggestions for creative applications. With these available resources, any drywall contractor can achieve impressive results.

Most importantly, drywall art is highly cost-effective. The expensive required to add this to a home includes only the low cost of trim accessories and extra sheets of drywall. For this minimal investment in extra building materials, the value of the home is greatly increased. Drywall art not only adds touches that make homes considerable more attractive to buyers (especially female buyers), it also provides an efficient

means of achieving custom designs. A plain square room in a model home may require an investment of several thousand dollars to decorate with custom wall units, art, and other accessories, while a room designed with recessed shelves and drywall designs can be simply and inexpensively finished. Consequently, an interior that includes creative applications of drywall is worth a great deal more to a builder. For a very nominal amount of additional material and labor costs, the contractor can get more for a house. In addition, the effects of drywall art make for exceptionally impressive drywall jobs that translate into future business and greater profit for the drywall contractor.

Drywall contractors who bid jobs based on volume limit their potential profit (drywall can only be put up so fast), while those who increase the value of their work by incorporating creativity add infinite capacity for higher profits. By recommending creative drywall applications, they become partners with builders and architects in creating better looking and more profitable jobs. □

About the Author

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