

## You Asked For It— THE iFORM™ BRICK LEDGE IS COMING!



Reward's new iForm brick ledge is scheduled to be in full production by the first week of January. The brick ledge forms, which will be available in 11" and 13" exterior widths, are currently undergoing final testing.

The factory-formed brick ledge may be used any time you are applying a brick or stone exterior finish, and it eliminates the need to fabricate a brick ledge on the job site. Because it is factory formed, it provides quick, easy stacking, accurate rebar placement and an accurate brick base. No brick ledge bracing is required.

Chief Operating Officer Hank Pfeiffer, who was involved in the development and manufacture of the brick ledge, feels the brick ledge is just one of many enhancements to Reward's product line. "Reward continues to expand its product line to include additional types of forms that further improve building with Reward ICFs," he said and added, "While some people still prefer to fabricate brick ledges on site, many in the ICF market find the brick ledge form to be helpful in construction."

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## iFORM'S FLEXIBILITY SOLVES LAST MINUTE PROBLEMS



**The walls of the 18,000 square foot Hoich-Lemke building were completed in just six weeks.**

Kevin Keillor had a problem. As project manager for Arid Resources, Inc. of Elkhorn, Nebraska, the ICF subcontractor on one of Nebraska's tallest ICF building projects, Keillor had just been asked to make the walls eight inches taller.

*The problem? The request for taller walls had come less than 24 hours before the final concrete pour was scheduled.*

Arid Resources, which specializes in environmentally friendly construction and is experienced in installing Reward walls, had been hired several weeks before to install the walls of the 18,000 square foot Hoich-Lemke corporate headquarters building in Omaha. When the owners, John Hoich and Todd Lemke, began planning their new building, they selected the John Luce Company of Omaha to lead a design/build team. The building owners knew they wanted their building to be well insulated and energy efficient and asked general contractor Larry Buland, to begin investigating which construction method to use.



**An extra 8" of wall height was easily added at the last minute by cutting the versatile iForms in half.**

"After investigating several companies, we chose ICFs by Reward Wall Systems because we felt Reward has engineering technology that is understandable, thorough and precise," said Buland. "We are very proactive in construction technology details and won't use a product unless we are convinced it is technically and environmentally sound and will last a long time."

Engineering details were especially important, because at heights of 24 and 28 feet, the walls of the structure are among the tallest unsupported ICF walls in Nebraska.

"Once the walls were completely stacked according to plan, we ended up with a two-inch parapet above the roof," said job site superintendent Marty Griesbach of John Luce Company. "Although we could have gone ahead with it that way, I wanted to extend the walls up eight inches to make more room for wrapping the waterproofing, attaching the flashing, and to increase safety

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## 16,000 SQUARE FOOT BUILDING SPROUTS FROM ICF SEEDS PLANTED YEARS AGO

Approximately 12 years ago, Lou Zecchin of ZECORP in Marengo, Illinois, first found out about ICFs. He wasn't in a position at the time to start building with them, but last year, when he was ready to start the first building in an industrial park he is developing, he remembered how impressed he had been and got in touch with Reward Wall Systems, Inc.

Asked what so impressed him all those years ago, Zecchin explained that he likes the strength of steel-reinforced concrete and the energy efficiency that ICFs provide. "I use energy savings as a selling point," he said. "Last year the biggest heating bill for a 6,000 square foot unit was just \$125."

Zecchin started with a 12,000 square foot building that he designed for a national bearing distribution company. The bearing company currently leases 6,000 square feet while the remaining 6,000 square feet has become a doctor's office. Construction on a 4,000 square foot addition to the original building is scheduled to be complete this month, which will house a telemarketing firm.

"I couldn't believe how fast the iForm system was to install," said Zecchin. "We had a 94' x 128' footprint—12,000 square feet with 20' high walls, and we put it up in seven days. That's fast!"

Zecchin plans to start a 9,800 square foot multi-tenant building in the same development in 2003.



At no more than \$125 per month per 6,000 square foot unit, the tenants clearly benefited from Reward's energy efficiency.

### PROJECT PROFILE

- Marengo, Illinois
- 12,000 square foot original building
- 4,000 square foot addition
- Dryvit exterior finish
- Lennox G-26 high-efficiency furnace and 2-ton A/C for office
- G-26 Q34-100,000 BTU high efficiency furnace for warehouse
- No A/C in warehouse, which maintained temperatures below 75° during summer months
- Rubber and ballasted roof materials
- 1 ½ and 2-ton HVAC units totaling 197 tons
- 11" iForm

## 10,000+ VISITORS SEE MINNESOTA SHOW HOME

### PROJECT PROFILE

- Chaska, Minnesota
- 7,160 square foot rambler
- One-story, bi-level
- Indoor heated pool with attached storm/safe room
- 8-car attached garage
- Flexicore pre-cast concrete planks in garage and under front porch
- Decorative concrete floors
- Radiant floor heating
- 11" eForm and 13" iForm

More than 10,000 visitors recently toured a Reward Wall Systems house before the owners had even moved in.

For the second year in a row, Vogue Homes and Cemstone Products of Minneapolis, Minnesota, entered a featured home built with Reward ICFs in the Twin Cities Parade of Homes. With nearly 900 homes in the 2002 Parade, it is the largest home tour anywhere in the United States. The Reward home was one of ten "focus homes" in the show.

The homeowners decided to build an ICF house after touring the Reward house Vogue and Cemstone entered in the 2001 Fall Parade of Homes. "We knew from the minute we toured the ICF house at the 2001 Fall Parade of Homes, that this is how we would be building our dream home," they said.

Evidently they aren't the only ones. According to John Vogstrom, the general contractor on the project, this show marked a turning point in his business. "During the 2001 show, people were very interested in the concrete house, but I still had to do a lot of explaining about it," he said. "This year, though, people came in wanting a concrete home. Before this Parade of Homes I was building approximately 10% concrete homes, but I am now building 95% ICF homes, and project that virtually all of my future building will be with ICFs. Since ICFs save money on energy costs and insurance, and they eliminate problems like mold, other building systems can't compete."



This featured Parade home looks none the worse for wear after 10,000+ visitors.

## THREE-STORY HOUSE INTEGRATES iFORM™ AND cDECK™



**Integrating ICF wall and floor systems enhances all the ICF benefits of safety, quiet and energy efficiency.**

**(Inset) A hip roof created with cDeck.**

iForm walls and cDeck flooring and roofing proved to be a great combination for a 6,500 square foot house in Houston, Texas. The three-story house was built slab on grade with two cDeck floors and a cDeck hip roof connected to iForm walls.

“The integration of the cDeck with the iForm walls was very smooth,” said Harry Pilkington of Icon, Inc. of Ft. Myers, Florida. Icon served as the ICF wall, flooring and roofing contractor on the project. Pilkington added that cDeck is the ideal product to use with iForm because it is so efficient to install. Wall and ceiling installation itself took just 2-1/2 days per floor.

cDeck’s installation efficiency isn’t the whole story, though, according to Pilkington. “We were doing the installation from May to July. It was extremely hot and humid, and the difference in the temperature between the inside and outside, even before windows and doors were installed was unbelievable.”

Pilkington said that cDeck adds to the up-front construction costs, but just as with Reward wall ICFs, the cost is offset when the energy bills come in.

### PROJECT PROFILE

- Houston, Texas
- Three stories
- 6,552 square feet
- 480 square foot carport, iForm and cDeck tied to the house
- Slab on grade
- Two stories with 12' walls
- Third story with 9' walls and hip roof
- All exterior and some interior walls built with iForm
- High pressure HVAC
- Miracle Coat synthetic stucco on all exterior walls, the roof, and some interior walls and floors
- 11" iForm

## iFORM'S FLEXIBILITY (continued from Page 1)

for anyone who needed to be on the roof in the future.” Keillor received the request for the higher walls the afternoon before the walls were scheduled for the final pour. “We would have liked more lead time,” he said, “but I wasn’t really worried because of the iForm design.

“All we had to do to gain the extra eight inches in height was to saw the 16" iForms in half horizontally. We were able to use both halves of each form because the tooth design is the same on the top and bottom,” Keillor explained. “We were still able to make the pour on time, and it turned out great,” he added.

Daniel Taylor, president of Arid Resources is very pleased with the speed of installing the iForm walls. The walls, including the additional eight inches, were poured in three 8-foot lifts, and were completed in just six weeks. “This is a very versatile product and is easily configured to the floor plan,” he said. “In addition, you can build with it year around, it’s environmentally friendly, and when the walls are complete, so is the insulation and furring. You’re further along in the project.”



**The 24- and 28-foot walls are among the tallest unsupported ICF walls in Nebraska.**

## Tips for out of level footings with eForm™.

*Editors Note: The following tip was sent in by Richard Demetrius of Brimfield, MA.*

We recently had a large home that was being installed by the homeowner. He poured his own footing, and it was approximately 2" out of level. The following steps made our task easier and less time consuming than the normal process to level and cut the first course.

- Set the first three courses of blocks on the out-of-level footing.
- Mark the walls level and snap lines.
- Make a shiplap cutter for your hot knife. (The shiplap joint is a very easy shape to reproduce.)
- Cut the wall level with the hot knife, reproducing the shiplap.
- Set the next four courses.

## Letter From the President



Office of the President

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Dear Reward Building Professionals,

As difficult as it is to believe, the hustle and bustle of the season is upon us again—and I'm not talking about the Christmas holidays. Preparations are now in full swing for the 2003 Reward Wall Systems National Convention. I am extremely gratified by how many of you are planning to attend. Each year we invest considerable time and expense in presenting an event that is valuable for you in terms of the information you receive and the personal contacts you make. Our goal is for you to come away from the convention energized for the upcoming building season and possessing new tools that you can apply to gaining a greater share of your local construction market. I believe this year's schedule easily accomplishes that goal, in addition to providing you with an opportunity to have some well-earned warm-weather fun in January.

Whether you are attending the convention or not, this is a good time of year for all of us to evaluate our business strategies for the coming year and look for ways that we can improve. Here are three things you can do to increase your market share:

1. Take the time to actually see what is happening in your market and to find new areas that you can tap into. For example, the development of iForm has dramatically increased Reward's appeal for light commercial projects. If you have been concentrating on residential projects only, consider branching into your local light commercial market.
2. Don't underestimate the value of your services. Take a look at what you provide that your competitors don't, and try to pinpoint services that your customers may want that you don't currently provide.
3. Look at your prospecting and home show schedules, consider how you are getting your name in front of the public, and decide what you need to change for greater impact. The Reward marketing department can help you with the process of presenting and branding yourself. The way you market yourself many times determines what people buy.

We continue to work on product development. Earlier this year we came out with our 9" iForm, and we will soon be in full production with our new brick ledge iForm. This is a form that several of you requested, with good reason. Not only will it increase your iForm wall installation efficiency and speed—it will increase your accuracy as well. Research and development is an ongoing process at Reward. We are always looking for ways to improve our existing products, and we are currently working on more new products that we will announce soon.

Best wishes to you, your family and your employees for a peaceful holiday season and a prosperous New Year.

Best regards,

Edward L. Storm  
President



## Important Reminders:

### Accepting a Shipment of Reward Product

It is your responsibility or the responsibility of the person accepting Reward form shipments to make sure that what you ordered is what you received. Verify the quantity and type of product you received and visually inspect the quality and packaging of the product. Note any discrepancies on the driver's copy of the Bill of Lading, which must then be signed by both the person accepting the shipment and by the truck driver.

As soon as possible, please call either the engineering or accounting departments at Reward to report any problems so that we can address the issue right away. It is much easier for Reward to make improvements to the quality, packaging and shipping of the product if we receive prompt and detailed information.

### Current Technical Material

It is very important to always use the most current *Reward Installation, Structural and Technical Manual* and *cDeck Engineering Guide*. The addition of new products, building code changes and improvements in installation techniques make revisions necessary from time to time. We will send out revisions for you to add to your manuals as they occur. To make sure you are working from the most current manual, check the Upkeep Service Record in the front of the book and call Reward to see if it is the most recent version.

### Storing Forms Outside

Ultraviolet (UV) rays from the sun can degrade the plastic ties and expanded polystyrene (EPS) foam if Reward forms are stored unprotected outside for an extended period of time. Reward packages its forms with a UV inhibiting white cover sheet or a cardboard tray on top of each bundle to protect the forms from UV rays; however, this does not eliminate all potential UV ray damage. Therefore, we recommend that you cover product that is stored outside to protect it from both UV rays and any weather conditions.

Covering the forms also is recommended for projects in progress that for whatever reason take a considerable time to complete. If additional courses of Reward forms are not going to be installed for an extended time, the previous course should be covered until you begin installing the next course.

### 15-Minute Thermal Barrier

Building codes require that Reward forms be separated from the interior of the building with an approved 15-minute thermal barrier. An exception is made when the crawl space is limited to service of utility lines and has no interconnected basement areas. Also, air in the crawl space must not circulate to other parts of the building and the ventilation of the crawl space must meet code.

Unfinished basements and interior garage walls also must have a 15-minute thermal barrier. Regular ½" thick gypsum drywall

meets the 15-minute thermal barrier criteria.

### Waterproofing

Reward walls must be waterproofed below grade. The ICF walls alone will not stop the penetration of water through a basement wall. Please refer to our installation guidelines on waterproofing and the products listed in Section 3 - Product Compatibility in the Reward Installation Structural and Technical Manual.

Seven steps for proper waterproofing:

- Use an approved waterproofing membrane
- Install the membrane according to product instructions
- Provide a draitile system around the building
- Backfill with small aggregate around the footing and draitile
- Slope the grade away from the building
- Caulk, seal, and install flashing around all penetrations, doors, windows, and brick ledges
- Install gutters and downspouts

### cDeck

Reward Wall Systems, Inc. requires all cDeck projects to be designed by a registered structural engineer and for the contractor to understand the ACI 347 code for designing and installing shoring. cDeck is the formwork for elevated flat concrete construction and there is no tolerance for error. It is imperative that these projects be designed and shored properly.

## Stay In**FORM**ed

➤ Reward Wall Systems, Inc. currently is the only ICF company to hold a universal non-combustible code approval, which is necessary for large-scale commercial building projects. The original National Evaluation Service NER-604 rating approves Reward forms when used in conjunction with any of six EIFS finishes. Recently the Reward engineering department succeeded in enhancing the approval to include two 1-coat stuccos, a seventh EIFS finish, 7/8"-thick traditional Portland cement based stucco and brick veneer facing. According to Kelvin Doerr, director of engineering and technical services at Reward, having approval for stucco will expand our market in the Southeast, because many general contractors in that area prefer natural stucco to EIFS. Similarly, approval for brick veneer will expand the ICF market in northern climates because of the prevalence of brick veneer in those areas. Call customer service for a printout of the new approval.

➤ The price structure for Reward's rBase™ bracing and scaffolding equipment has changed, giving you more for less. You can now purchase from 1 to 47 units at the same price you used to have to purchase 32 to 95 units to get, and 48 or more units at the same price you previously had to purchase 96 or more units to get. You now get a high volume price on lower volume orders. Call customer service to place your rBase orders.

## NATIONAL TRADE SHOW STRATEGY THAT LOCAL BUILDERS CAN USE

During 2002, Reward Wall Systems, Inc. began a changeover from exhibiting at only national trade shows to exhibiting at both national and regional shows. "Preliminary results show that while

the regional shows don't yield the high number of leads that the national shows do, the leads we do get are higher quality and much more likely to produce actual customers for us," said Marketing Director Brandi Allen-Rezac.

She went on to explain that regional shows offer smaller audiences with narrower focus than national shows. "It's a lot easier to have an impact on an attendee with fewer exhibitors clamoring for attention. Not only did the regional shows have a greater impact on the attendees' awareness of Reward, the demographics at the regional show also closely aligned the Reward ideal customer."

Your local home and trade show booth can have a similar impact on your business. Now that home and trade show season is approaching, take a new look at which shows you are appearing in and determine if you can do better. Reward provides helpful materials for your booth, such as a comprehensive "how-to" booklet on home show booths and a new banner designed especially for home show booths. And don't forget—you can use your co-op advertising funds to help defray booth costs, and your marketing co-op funds for booth banners and brochures. ■

