

SPRAY POLYURETHANE FOAM ALLIANCE
SPFA
 NATIONAL
**INDUSTRY
 EXCELLENCE
 AWARDS
 2013**

THE BOOK HOUSE

COMPLEX PROJECT ON RESIDENCE SHAPED LIKE STACK OF BOOKS LOOKS TO SPF AS SOLUTION

SPFA 2013 NATIONAL CONTRACTOR EXCELLENCE AWARD WINNING PROJECT (SPECIALTY APPLICATION)

*Congratulations to **Insulate SB**, winner of the 2013 Annual SPFA National Contractor Excellence Award for Specialty Applications. These projects are examples of SPF's unique performance, applicability and appeal, in this case to a residential home shaped like a stack of books. Winners of the SPFA Award must submit their project and have it judged best-in-class by a panel of construction industry leaders.*

THE BACKSTORY

"Being inside the newly constructed and framed house felt a little bit like being in a fun-house," said David James, President of Insulate SB based in Santa Barbara, Calif. Exterior walls in this 7,000-square-foot home were spaced

strangely and there wasn't a straight, vertical window in the place. That's what you get when you build a home that looks like books stacked on a table.

The property owner, an established publisher and sculptor, was looking for a structure to compliment his 500 sculptures that were spread around the property. Working with an architect, the plans were established for eight books to be stagger built upon thick double framed metal stud walls. Every window was custom-altered to fit in the spaces

between the books, requiring more precision to make the seal. The thick walls and unorthodox windows created several additional challenges for the SPF crew including difficulty reaching into some of those tight spaces.

The general contractor working with the owner expected sprayfoam as the solution from the beginning. However, the architect was unfamiliar with spray-foam and specified fiberglass insulation batts as the insulation. The owner did considerable research on the benefits of



David James of Insulate SB, Inc. (on right) accepts the Specialty Category award for the Book House from Clarence Tolbert of NCFI Polyurethanes.





sprayfoam, particularly in the case of a property such as this, had many discussions with Insulate SB, and worked with the architect to select sprayfoam as the final solution.

THE DETAILS

The project took two days with two installers operating off a Graco E-30 dual proportioner rig. Under the sub-floor there was a room requiring a No Burn Plus XD ignition barrier, but the rest of the areas were covered with drywall. The crews installed Classic Icynene low density .5 lbs sprayfoam with R-20 at 5.5" under the conditioned roof deck using rolling scaffolding, and R-13 at 3.5" on the exterior walls and between floors.

Also because of the way the house was built, several attic cavities were offset at different angles and created large spaces behind the inner finished wall up to 8 feet. These areas were hard to vent on a square flat roof structure, leading each book to have its own ventilation channel to allow each to "breathe." Characteristics such as the building facing south, an all-metal structure and being in California suggested that this home was going to be a hot-box in the summer. The insulation and air-sealing capability of sprayfoam were essential to assure the comfort of the occupants.

As an additional concern, high in the foothills and "fire-country" of Santa Barbara, over 200 homes burned to the ground several years ago. Wildfire is always a concern for people that own homes in this costly part of the country. Putting sprayfoam in the roof assembly of these custom homes prevents burning embers from entering the soffits and other openings that could lead to interior fires and complete loss of property.

THE COMPANY

Having sold his first sprayfoam company to MASCO Corp in 2000 and continuing to work for them for some time, James started up Insulate SB (the SB celebrates the Santa Barbara market) to work on interesting custom projects such as the Book House. These types

of projects require a certain skillset among the installation crew, which James recognized early-on. His crews have completed the CPI online Chemical Health and Safety training, Icynene's Installer Training, and with him having completed the SPFA Professional Certification Program testing, he has committed to get his crews through that as well.

THE SAFETY

As noted in all of these different programs, the commitment to the use of PPE is essential. The crews on the Book House used full face fresh air masks and worked with other trades to schedule appropriate times for them to work on remaining construction in the building. Having a good relationship and open



Putting sprayfoam in the roof assembly of these custom homes prevents burning embers from entering the soffits and other openings that could lead to interior fires and complete loss of property.

communication with the general contractor and the customer were essential to make this happen. "It's really just a matter of setting expectations," said James. "Whether the information you're sharing with them is complex or simple, or something they may like or not in terms of impact on the project, it's always workable when everyone knows up front what to expect, and why, so they can work around it."

Most sprayfoam companies are very competitive and don't want other companies to know what they do. But Insulate SB offers a detailed document to colleagues and customers so they know what to expect on the jobsite. These health and safety guidelines make an easy document around which to have such conversations. They are intended to be shared with the GC and customers, and cover topics such as safety, retrofit reoccupancy, truck access, site preparation, unique installation details and fire safety. They help to educate the customer and empower them to take supporting and appropriate actions.

THE FINAL THOUGHT

Insulate SB also offers one last recommendation to companies wanting to build their business, or even become an SPFA award winner: become a resource for your community's trades groups and companies. Offering straightforward unbiased AIA-type presentations

to architects, for example, means that you have transitioned from being simply an installation company to becoming a broader resource for information and solutions among those businesses you wish to do business with in the future. "Seek out those professionals that are hungry for information and fill that need in order to build the relationships necessary for mutual growth in your businesses," said James. "We do this because we don't want to just do one project for a customer, we want to do all of their projects – and that takes trust and relationships." ○

Insulate SB (www.insulatesb.com) is Santa Barbara's locally owned and locally operated full service insulation company. It specializes in Icynene Spray Foam Insulation, Fiberglass Batt Insulation and Rigid Board Insulation. They use cutting edge techniques to produce the best product possible. Their installers have several years of in-field experience and have passed various certified training programs. Their unified team works together efficiently to complete each job professionally and in a timely manner.

Established in 1986, **Icynene Inc.** (www.icynene.com) offers a complete portfolio of high-performance spray foam insulation solutions. In the past 25 years, more than 3 billion board feet of Icynene spray foam insulation has been installed in more than 300,000 residential and commercial projects.

SPFA 2013 Contractor Excellence Award Sponsors:

CertainTeed
SAINT-GOBAIN



Since 1955
GACO WESTERN



Honeywell

HUNTSMAN

Enriching lives through innovation



NCFI
POLYURETHANES

WVVG

IDI
DISTRIBUTORS

America's Insulation Source®

We're your One Stop Shop!

SPRAY FOAM • FIBERGLASS • WEATHERIZATION PRODUCTS
MACHINES & EQUIPMENT • CELLULOSE • ACCESSORIES



IDI Distributors makes it simple for you with everything you need in a One Stop Shop. We have 28 nationwide locations and provide on-time, jobsite delivery.

IDI's Spray Foam Technicians are available to assist you 24/7 and we offer an exclusive "Technical Service SPF Wellness Checkup™".

Contact IDI to make your business more successful.

Call: 1-888-843-1318 • Text: INSULATION to 64842
Email: info@idimn.com • Visit: www.IDI-Insulation.com