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The 2006 Original Connecticut Home Show featured seminars, celebrities, and first-time exhibitor, Purinton Builders. Owned by Dennis Purinton, the company wanted to try something new and take its ideas for creating lower level living spaces directly to potential homebuyers. The show format seemed like a good fit so he booked a booth in December for the March event, then started making plans.

“I originally hoped to be able to just cover my booth expenses over the course of the three-day show and get a little experience,” said Purinton. “In reality, I was able to quickly recoup my costs on the first night. The first few hours produced over \$100,000 worth of work!”

Developing the booth took time and creativity. While at the World of Concrete, Purinton and his son, Michael, met with representatives from Western Forms® and Mar-Flex for ideas. After they designed an initial layout, the Purintons worked on revisions and improvements during the next few weeks.

The Purinton Builders booth focused on transforming basements to livable areas with taller walls, larger windows and window wells, and insulated wall systems, plus a showcase of a curved concrete wall. Purinton wanted show attendees to see the potential in basement living and bring those ideas to the builders and architects in the region. The traffic generated by the layout exceeded expectations and within two hours, demand was so great that booth representatives had to pre-qualify visi-



tors simply to see who would receive the remaining available literature.

To help make the most of the booth, Western Forms provided sample panels for the display. Regional Manager Jonathan Pizey and DDR Jim Bugbee worked to ensure the right forms were chosen and showcased at their best. Bugbee went the extra mile of making two special trips to Hartford, CT: one to deliver the panels and another a few days later to pick them up. Pizey stayed in Hartford to help staff the booth and field questions during all three days of the show.

“The quality of the attendees was exceptional,” said Purinton. “The people that stopped by had a real interest; they weren’t just out to waste our time. Almost all—around 90%—of the visitors to the booth were new to me: customers I’d never seen before or had contact with. I started receiv-

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Start Up Right

New contractors gain big advantages with good equipment

WANTED: YOUR USED FORMS

Do you have a panel, or even an entire set, that you don't use? We pay CASH for used forms! Call Nelson Travis at 800-821-3870 to trade in, trade up, or just make a little extra money.

STORY TELLERS

Do you have a story to tell? The FORUM is always looking for new project articles and yours could be next. Simply be willing to share some highlights and photos of your projects and we'll take care of the rest. Contact Western Forms by mailing back a response card (attached to this issue); calling 800-821-3870, ext. 3371; sending an email to info@westernforms.com; or by just telling your Regional Manager.

UPCOMING EVENTS

Don't miss your chance to explore Western Forms in person this year! **Coming up:** NAHB Concrete Technology Tour (official sponsor) June 11-13, Phoenix, AZ; 2006 CFA Summer Meeting (exhibitor), July 19-22, Wisconsin Dells, WI.

Starting a business is tough, but having the right equipment always makes it a little easier. When Jesse Garber, President of Solid Foundations in Ronan, MT, decided to purchase a forming system for his new venture, he looked at a variety of systems and manufacturers before deciding on a set of Western Forms® Flagship® G panels.

"I shopped around a bit," said Garber, "and really liked the quality of the Flagship G system and the features that no one else could offer, like the gasket and option for PinLock™ Attached Hardware. That made a real difference."

"I took a tour of the Western Forms manufacturing plant in Kansas City, too," continues Garber. "That was really interesting and helped me see exactly how the forms are made. What impressed me the most is the Pan-L-Cure® preseasoning, I saw how the panels are dipped on the tour and the results on my jobsite are amazing. The first few pours had none of the reactions with concrete that I would have expected to see. It's a big benefit to my walls."

Selling the idea of the new panels to the crew wasn't hard, even though most of them had never worked with aluminum forms. Standard 1 1/8" plywood was a tradition in the region and using aluminum to form concrete wasn't something many people had experience with. However, the training was smooth and simple and now aluminum is preferred on the job site.

"The guys like the aluminum panels bet-

ter. They weigh less and are easy to use," said Garber. "We're also seeing a better wall surface. The wood panels we were all used to would break down and their performance wasn't consistent. Now, we have walls that our customers can be proud of."

The panels are being put to the test in a new project that Solid Foundations is currently working on this spring as the crew forms condominiums that call for 13' and 14' walls. Their location on a hillside overlooking a lake presents additional challenges. The lightweight system makes the forms easier for the crew to handle in stacking situations.

Whether you've been in business for a long time or are just starting out, a system from Western Forms can help with your productivity and profitability. For more information on how Solid Foundations uses its Flagship G panels, contact Jesse Garber at 406-

676-2812. To learn more about purchasing a system, scheduling an on-site project review, or attending a tour of the manufacturing facilities, contact your local regional representative.



Lake views are pretty, but can offer new challenges for equipment and crew.



The first Solid Foundations pours went quickly and smoothly.

Don't Fence Me In

Decorative privacy walls find a niche in Texas as more than just fences

Have you ever thought of what a “decorative privacy wall” could be? Does it make you think of concrete? Gus Gomez, of Ideal Concrete Creations, is working to make sure you do.

“I had an idea in my mind of using concrete to create fences,” says Gomez. “Some areas in Texas don’t allow wooden fences near roadways, and the current favored brick alternative is costly and time-consuming. I saw a better solution with concrete. After doing some planning and research, I realized I had something more than a fence... what I really wanted to offer was a decorative privacy wall.”

Taller, more attractive, and more versatile than traditional fences, Gomez’s walls would even provide enhanced sound dampening. He knew he had a good idea, but needed a project to prove it.

He mentioned his concept to a concrete supplier that was also involved with developing a new residential subdivision. Plans called for screening walls, with breaks for two separate entrances. The project was ideal for Gomez and for the concrete supplier that was eager to find another opportunity for his product.

“The real advantage to this method is time,” says Gomez. “I can use the same process that makes poured-in-place concrete such an efficient construction technique. I can set and pour one day, then strip the next.”

“This subdivision job required three pours to create the walls, and all were done much faster than masonry construction could have provided. Plus, there wasn’t a lot of prep work beforehand, either. We simply drilled a series of 5’ piers into the existing dirt and we were ready to go.”

The reduced completion time isn’t the only benefit. Gomez can increase his market advantage by providing his customers with a better product that is less expensive than block or brick.

So how does Gomez achieve his decorative privacy walls? There’s no special trick or complicated equipment. He uses panels from Western Forms®.

“I was originally interested in concrete homes,” says Gomez, “and looked at Western Forms for a system I could build those with. This idea sort of just happened and I realized the panels would still be the right choice. After all, I wanted to make the best impression and you do that with the best equipment.”

The success of the first decorative privacy wall project exceeded expectations. Even though the subdivision is not on a main thoroughfare, Gomez has been fielding calls from many interested builders that have seen it.

“I didn’t expect it to be such a big deal so quickly!” says Gomez. “I’m even meeting with someone this week on a project that would involve 2 miles of wall. While I’m still interested in developing concrete homes, I definitely plan to continue providing this concept. I have ideas for the future, too. Right now, I’m doing a flat finish with a two-toned stucco effect. I want to add more choices like decorative columns and finishes to offer more variety.”

Who is one of his most important customers?

“I’m finishing up my new home, and am adding a decorative privacy wall just like this one to my own property,” says Gomez. “It’s such a good idea, I want one for myself!”

If you would like more information on the panels and process that Gus Gomez uses to create decorative privacy walls, you can contact him at 956-867-2172.



Panels are set 6’ 8” high, with 1’ columns for added privacy.



Forming the walls did not require a lot of special equipment.



Future projects will offer additional design variety and wall finish options.

Good Idea

Some of our best ideas are really yours

It's true, we've got a great Research and Development team at Western Forms, a dedicated staff that leads the industry in innovation and field-testing. But sometimes, the best ideas come from somewhere else.

Maybe you're using a product and have a suggestion to make it better for everyone, or found a whole new way to solve a problem or increase your business. Why not share your thoughts, and reap the rewards, too?

Submit an idea for a new product or service, or an enhancement to an existing product, and if we choose to market it, you'll receive \$100 towards Western Forms branded merchandise.

Your suggestion for a tie improvement could earn you a new jacket; a tweak to a wall puller combo could put you in a microfiber wind-shirt; and you can golf in style with new Callaway balls just for thinking about R-values.

Plus, you'll get recogni-

tion right here in the FORUM for your contribution and may even have the chance to work closely with our R&D, Sales, and Marketing Departments to implement your idea.

Want to share something right away? Contact your local representative or call Larry Austin at 800-821-3870.

SPECIAL THANKS!

Some of our contractors didn't want to wait for an invitation to contact Western Forms with their product ideas. Their efforts on the job and behind the scenes have brought two exciting concepts to market, helping other contractors around the country.

Comfort Wall System™
Ferrall Burgett
Olympic Foundations,
Washington

Thermal Wall Technology
Tim Ryan
Tim Ryan Construction,
Texas

Local Shows, Big

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ing calls from new prospects right away and our phones are still ringing."

A competing exhibitor promoting ICF construction actually provided a boost to the interest in Purinton Builders. Booth traffic went back and forth between the two ideas

and visitors were impressed with what Purinton had to offer and how it could be achieved for less cost and time. As a result, Purinton even had requests for information on concrete homes, even though it wasn't a focus of his booth.

"We instantly booked new projects because of the show," said Purinton. "We have new foundation work and are already talking to an architect about contracting for an entire subdivision of luxury homes. Thanks to our curved wall display, we've also accepted a project for a round foundation

this summer." "I will definitely do another home show," continues Purinton. "For next year, we're considering doing part of a concrete home



The booth showcased lower level living

within the exhibit hall. I've already started talking to the home show producers about basing the promotions for the

2007 show around that idea."

What advice does Purinton have for other contractors considering a show?

"Do it in a heartbeat. You'll be pleasantly surprised! Be innovative and show something new to your market and they will respond."

If you would like more information about the Purinton Builders home show experience, contact Dennis Purinton directly at 860-653-6664. For help in creating your own booth, including sample panels and layout ideas, contact your local Western Forms representative.

Fly Ash Follies

What's a little cementitious materials between friends?

With the recent introduction of Blue Ribbon Plus, a release agent specifically designed for high fly ash content mixes, many of you may be wondering what the big deal is. So, we asked an expert, the CFA's own Technical Director, Jim Baty, for his thoughts on fly ash.

WF: What is fly ash?

JB: Fly ash is the finely divided residue that results from the combustion of ground or powdered coal and that is transported by flue gases from the combustion zone to the particle removal system.

WF: What does it do?

JB: Fly ashes (ASTM C 618, Class C or F), is one of a group of materials known as supplementary cementitious materials. The benefits derived from the use of supplementary cementitious materials include functional or engineering benefits and ecological benefits.

Some of the engineering benefits are improved workability, ultimate strength enhancement, durability to withstand chemical attack, improved resistance to thermal cracking due to lower heat of hydration, and increased tensile strain capacity.

Additionally, ecological benefits are realized by putting the positive benefits of these by-products to use into the manufacture of blended cements and concrete products rather than disposing of them. NRMCA CIP 30 provides further reference for supplementary cementitious materials.

WF: What should we watch out for when considering fly ash?

JB: Limiting the amount of fly ash may not result in an economical design. Using fly ash may result in better finishing characteristics especially in hot weather. Although fly ash may result in slower strength gain this can be easily overcome by using admixtures or adjusting mix design. Supplementary cementitious materials, such as fly ash, as a pure cement replacement may slow the rate of early strength gain and delay panel lifting as well as potentially affecting panel finishing.

Jim is currently working on numerous documents addressing fly ash and it's proper use. For more information, contact him directly at 866-232-9255. To learn more about the CFA, membership benefits, or resources you can use, visit cfawalls.org.



*Got fly ash?
Don't forget to ask
your Western Forms
representative about
new Blue Ribbon Plus!*

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