



CASE STUDY | 01



## CUSTOM HOMES FOR A CAUSE: ST. JUDE DREAM HOME® GIVEAWAY.

When a building project fits your business model and calls to your heart, how can you say no? That's why Jeff Newton, owner of Newton Custom Homes & Realty, raised his hand to participate in the St. Jude Dream Home Giveaway—and why this high-end custom home in Charlotte, NC, is his eighth with the organization.



“One of the best parts about this, separate from helping the kids, is seeing the building community come together and doing something for a common good. It really restores your faith in humanity.”

**Jeff Newton, Owner,  
Newton Custom Homes & Realty**

### THE BUILDING COMMUNITY COMES TOGETHER

Each Dream Home is raffled off with the proceeds going to children and families receiving treatment through St. Jude. When the organization asked for a custom home builder to donate their time to the cause, Newton stepped up. And he wasn't the only one.

As a builder for St. Jude Dream Home, Newton had to solicit donations for construction, bringing in suppliers, vendors and subcontractors who were willing to donate time and materials to the project. In true form, the building community came together for the common good, and Georgia-Pacific was honored to answer the call, donating ForceField® Weather Barrier System, DryGuard® Enhanced Rated Sturd-I-Floor® and Thermostat® Radiant Barrier Rated Sheathing.

### CONTINUING TO USE DEPENDABLE MATERIALS

The first time Newton used ForceField Weather Barrier System was while constructing the 2019 Dream Home. He initially used the integrated WRB system because it was donated by a vendor. Then, Newton and his crew quickly saw what a difference it made to use such high-quality products.

Since then, they have pushed to use ForceField Weather Barrier System in every Dream Home they've built. Because of the benefits they saw right from the first use of ForceField Weather Barrier System, Newton and his crew prefer to use the integrated WRB in their clients' homes as well, having installed it in 30 homes and counting.

The system helps protect structures from water intrusion and air movement during construction and can even help improve the energy efficiency of the home to keep its occupants comfortable. ForceField Weather Barrier System is also easy to install and leads to faster drying in. Those time-saving benefits keep Newton's projects true to their building timelines, which their clients also appreciate.

By using dependable building products, Newton has reinforced his reputation for quality—a reputation that spreads by word of mouth and has generated even more business for him.

#### TYPE OF BUILDING:

Custom Home

#### COMPONENT QUANTITIES:

4,032 MSF of ForceField® Weather Barrier System

1,152 MSF of DryGuard® Enhanced Rated Sturd-I-Floor®

5,792 MSF of Thermostat® Radiant Barrier Rated Sheathing

#### BUILDER:

Newton Custom Homes & Realty

#### LOCATION:

Charlotte, NC

### THE BENEFITS OF QUALITY AND EFFICIENCY

Newton and his crew experienced several benefits, immediately noticing how easy the system is to install. They didn't need multiple sets of hands like they would when installing traditional methods like covering OSB with house wrap. ForceField® Panels are integrated sheathing panels with an enhanced overlay, so the crew doesn't need to return to apply house wrap after the panels are nailed up.

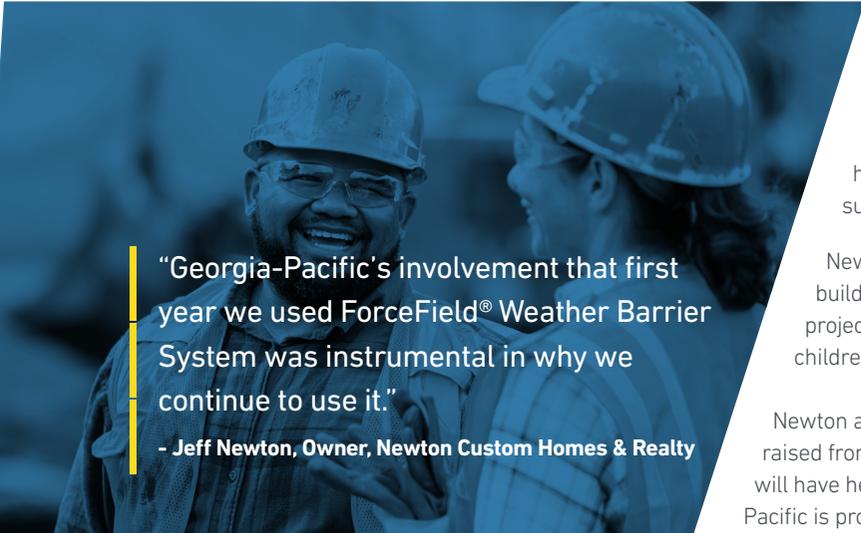
Plus, they didn't have to deal with it tearing off and blowing in the wind, giving their custom homes a more polished, professional look. In their experience, they would almost always have to make trips back to the jobsite to retouch house wrap after other trades had been in.

Although they had also worked with another integrated WRB system in the past, they had experienced issues with the tape. When they used ForceField® Seam Tape Plus on the walls, however, Newton's crew had no problem getting the tape to stick and making sure no gaps were left behind.

Between simplified installation, no trips back and products that work the first time, Newton and his team appreciate the greater quality and efficiency in multiple aspects of construction.

"I like the ease of installation. And what I mean when I say 'I like it,' I mean my framers like it and that means I like it. They don't have to fight house wrap. And I feel like it looks more custom than house wrap flapping in the wind."

- Jeff Newton, Owner, Newton Custom Homes & Realty



"Georgia-Pacific's involvement that first year we used ForceField® Weather Barrier System was instrumental in why we continue to use it."

- Jeff Newton, Owner, Newton Custom Homes & Realty

### KNOWING GEORGIA-PACIFIC WILL BE INVOLVED

Beyond high-quality, high-performance building materials, Newton has built a relationship with Georgia-Pacific. He knows he can reach out to his rep for product recommendations, hands-on training and technical support whenever he or his crew need it.

Newton uses ForceField Weather Barrier System and our other trusted building products to help protect his homes—and his reputation—with every project, whether the quality of construction will benefit his clients or the children and families of St. Jude.

Newton and his team will set the record for a third time for the most funds raised from a Dream Home campaign. This building community's contributions will have helped raise more than \$13 million to benefit St. Jude, and Georgia-Pacific is proud to donate to this wonderful cause.



### LEARN MORE AT GPFORCEFIELD.COM

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GP Technical Hotline: (800) 225-6119

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Case study developed following an interview with Jeff Newton. St. Jude Children's Research Hospital® does not directly endorse Georgia-Pacific or ForceField® Weather Barrier System.

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