



SERVING UP SOLUTIONS IN THE CONSTRUCTION OF FORD'S GARAGE

Rhett Mullins, Chief Logistics Officer at Franklin Development Corporation, has been in the construction field for more than 20 years. Having worked his way up through every role from sales to production, he knows from experience how the right combination of products and services can have a positive impact on budgets, timelines and profitability—and how the wrong combination can jeopardize it all.

Given the opportunity to design and construct several new locations of the popular franchise restaurant Ford's Garage throughout Florida, Rhett and his team specified a competitor's WRB sheathing system at first. But then Rhett started running into issues with them. Supply chain disruptions meant Rhett couldn't get the materials he needed to stay on schedule. And he had a hard time getting a hold of someone to help him work through construction challenges.

Looking for a better experience in every way, Rhett turned to Georgia-Pacific.

A HIGHER LEVEL OF CUSTOMER SUPPORT

Rhett immediately noticed the difference in service as he started working with Ed Chiverton, a Sales Territory Manager at Georgia-Pacific. Knowledgeable and understanding, Ed was always available to provide the product expertise, technical support and personal attention Rhett wasn't getting from previous vendor relationships. Whether they needed samples, literature, materials or help solving problems, Rhett and his team knew they could rely on Ed to deliver.

“I had problems that I needed to be solved and I needed people to work through them with me or give me some ideas for solutions. Georgia-Pacific did that for me.”

Rhett Mullins, Chief Logistics Officer, Franklin Development Corporation

TYPE OF BUILDING:

Light Commercial

LOCATION:

Multiple Florida Locations

COMPONENT QUANTITIES:

Walls: 400 sheets of 15/32" ForceField® Panels
 Roof: 350 sheets of 19/32" ForceField® Panels
 84 Rolls of 3"x90' ForceField® Premium Tape
 72 Rolls of 3"x180' ForceField® Seam Tape

DEVELOPER & GENERAL CONTRACTOR:

Franklin Development Corporation



“The focus was how can we improve the envelope efficiently using a wood product? We were able to [easily source] ForceField® Weather Barrier System, so for me, it was a no-brainer.”

**Rhett Mullins, Chief Logistics Officer,
Franklin Development Corporation**

PROTECTING WOOD FRAMING FROM FLORIDA RAINFALL

Rhett recently brought Ed in on a major challenge facing the team at Franklin Development Corporation. The state of supply chains and the economy had Rhett and his architect exploring a different approach to their light commercial construction projects. They wanted to redesign with a focus on wood. This change meant they would have to account for the building being exposed to the elements, especially in Florida where the area is prone to intense storms and even hurricanes.

Rhett and Ed saw the best solution would be for them to use ForceField Weather Barrier System, the integrated WRB sheathing system from Georgia-Pacific. Rhett already had experience using the system and is always on the lookout for ways to build more efficiently.

COMPOUNDING THE BENEFITS OF AN INTEGRATED WRB SYSTEM

Once Rhett and his team were confident they had the support they needed and the right product for the job, they soon saw what other benefits ForceField Weather Barrier System brought to their projects.

From technical support and product availability to ease of install and weather protection, Georgia-Pacific was able to help Franklin Development Corporation stick to their timelines and budgets without sacrificing quality. It's a big part of why they'll continue to specify ForceField Weather Barrier System as the standard on all of their wood-framed projects for the foreseeable future.

“It dried in quick. I feel very comfortable with the envelope and very protected in terms of the system as a whole.”

Rhett Mullins, Chief Logistics Officer, Franklin Development Corporation

First of all, they never had to worry about supply shortages and delays. Every component of the system was available in multiple locations, ready to order from Joyner Lumber & Supply Co. and delivered on time to help the team continue to make progress.

They also found that ForceField Weather Barrier System was less labor-intensive than traditional building wrap. They were able to choose a panel with dimensions that already fit the size they needed. Then, once the panels were up, the crew could apply the tape to treat the seams and use DensDefy Liquid Flashing for flashing and detailing applications. With the right panel sizes and accessories, installation was fast and easy.

“In terms of treating the edges of the material, that's something I really latched onto. I thought [ForceField® Premium Tape] and DensDefy® Liquid Flashing were far better products. And then overall, the actual WRB [system] itself. Those three things check a box in terms of it being a superior product.”

Rhett Mullins, Chief Logistics Officer, Franklin Development Corporation

To add to that efficiency, they were able to use the integrated WRB system on the walls and roofs. Without having to call in a roofer, Rhett and his team were able to save time and have fewer trades on the jobsite. Rhett estimated that the system's availability, ease of installation and versatility saved them a few days or even a week's worth of time.

