



BUILDING
INFORMATION
ARCHITECTURE

Len,

As the firm that developed the technical manuals for both Ytong and ACCO, I believe there is a great opportunity for an AAC engineered system approach for a wall solution that your system provides. The assembly you propose appears to have solved the issues of moisture and structural loads (compressive strengths). To be clear, I am a marketing specialist for building products and saw first hand the failed attempts to get AAC considered as a serious product consideration. You also now have the advantage of entering the market while there is great interest in greenbuilding. Several additional areas your system solves are ease of system installation and sustainability/greenness qualities of AAC. Price comparisons of traditional systems will need to be made along with all necessary product approvals for successful interest. I propose that co-op support might be available if the right proposal is made to AAC manufacturers. Further, because of the fly-ash production generated from power plants - AAC material is available all over the USA. Therefore, this system could be nationally marketed without the cost of shipping long distances.

Builders who incorporate the OMNICRETE system will be able to firmly position as a green building material - potentially qualifying for LEED points/credits. The product attributes are ideal for high performance building design and with the right industry awareness could make a legitimate case against traditional wall systems.

Education is the challenge for this product - the opportunity is at a point in the market where building performance is leading "lowest cost construction" in design criteria.

Regards,

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