

Specification Smackdown

Tuesday, October 29, 2013
Great Egret



Panelists

Distributors:

- Bill Prescott - United Distributors Tile Group
- Nancy Scanlan - Garden State Tile Distributors

Contractors:

- Christopher Walker - David Allen Company
- Brian Castro - DTI of Illinois

Manufacturers:

- David DeBear - Custom Building Products
- Dave Milanowycz - Florida Tile



DISTRIBUTOR



Lead Generation

- New Product Launches
- Lunch and Learns
- CEU and AIA presentations
- Library Updates, Sample requests and Deliveries
- Dodge Project research
- Budget pricing



Specification of Project

- Project Leads selected and converted to specification
- Gather Data for Project Bid Date, Project start date, quantities, scope of work.
- Merge information into Project tracking system for job tracking update and meetings



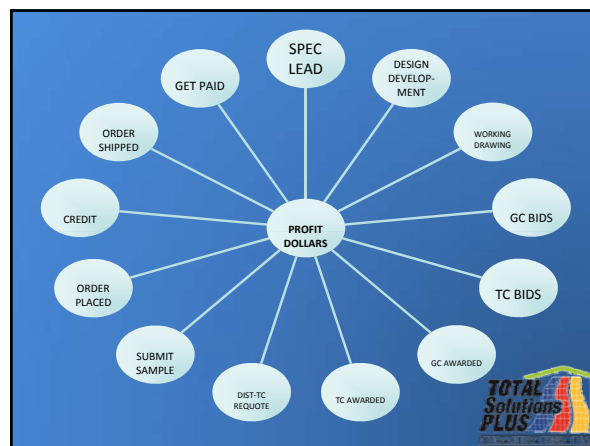
Quoted

- Project Specified and now Quoting to Tile Contractor
- Tile Contractor Pricing Registered
- Review scope of work with contractor
- Timeline for project and quantities needed
- Communication is imperative throughout the process



Awarded

- Project Quoted and converted to Awarded for Tile Contractor
- Commercial Rep. negotiates Pricing even though already quoted
- Review scope of work, lead times, Project start date
- Sample Submittals delivered for tiles selected
- Order Placed and Acknowledgement sent with ETA
- Communication is key throughout project from spec to delivered



Other Related Organizations

AAMANET	American Architectural Manufacturers Association	www.aamanet.org
AIA	American Institute of Architecture	www.aia.org
AIBD	American Institute of Building Design	www.aibd.org
ASTM	American Society of Testing & Materials	www.astm.org
ASA	American Subcontractors Association	www.asaonline.com
ASID	American Society of Interior Designers	www.asid.org
ABC	Associated Builders & Contractors	www.abc.org
AGC	Associated General Contractors of America	www.agc.org
BOMA	Building Owners & Managers Association	www.boma.org
CTDA	Ceramic Tile Distributor Association	www.ctdahome.org
CTEF	Ceramic Tile Education Foundation	www.tilec-amer.com
CSI	Construction Specifications Institute	www.csinet.org
IFMA	International Facility Management Association	www.ifma.org

MANUFACTURER



Learning Objectives

- Who are the players in this market segment?
- How do you navigate the project ?
- How do you interpret and administer proper application of the industry standards and codes, including section referencing and systems integration, for successful installation of tile and stone



The Project Team

The project team consists of the following:

- Owner’s team
- Design’s team
- Contractor’s team
- Supplier’s Team

Other teams

- Independent consultants
- Trade Organizations or Associations



The Basics of the Construction Process – Start to Finish

- Planning/Pre-Design
- Design
 - Schematic Design
 - Design Development
 - Construction Documents/Final Design
- Bidding/Contract Negotiation
- Construction
- Post Construction/Commissioning



The Drawings(Concept)

- The drawings are graphic and textural information organized on a two-dimensional surface for the purpose of conveying data about a specific portion of a project.
- Diagrams and *schedules* may also be part of the drawings



The Specifications

- The specifications define the qualitative requirements for products, materials and workmanship upon which the construction contract is based.
- Good specs follow the four “C’s”
 - Clear, Concise, Complete and Correct
 - Say it only once and in one place



In the Project Manual

- Section 09310 Ceramic Tile
 - Part One – General Conditions
 - References to other sections
 - Part Two – Products
 - Typically broken down into components of a system
 - Part Three – Execution
 - Installation instruction and referencing



Product Selections

Types of products

- Commodities
 - Products that are relatively generic in nature
- Standard products
 - Basic design with little or no variance in production
- Custom products
 - Products that are non-standard in design
- Proprietary products/systems***
 - Unique high performance materials or systems

***not common



Product Selections

- Define performance requirements
- Define warranty requirements
- Define systems integration requirements
- Define Code requirements (plumbing, seismic, Green, and others)
- Translation from Technical Data to selection of product for each of the specified materials in part 2 of a section



Project Phases, Decisions, and Information Needs

	Schematic Design/Studies and Reports	Design Dev Preliminary Design	Construction Documents - Final Design	Bidding or Contract Negotiation	Construction	Post-Construction
Activities	Programming concepts, and budgeting Schedule	Product and systems decisions Value engineering	Working on details for implementation of product into system Value engineering	Quantity takeoffs and estimating	Installation/Testing/Commissioning with start-up/operation	Operation and maintenance services
Documents	Preliminary project descriptions Sketches Renderings Models	Outline Specs Preliminary drawings Statement of probable cost/total estimates	Project manuals Construction drawings Statement of probable cost/total estimates	Bid forms Contract forms Addenda	Purchase orders Submittals Delivery slips Modifications	Operations and maintenance data Record documents Warranties
Information Needed	Code and regulatory requirements Budget/requirements Product Pricing Product literature	Product availability Code approvals Installed costs Warranty	Manufacturer details Construction requirements/Performance/Compatibility/Performance Quality standards	Costs/Performance/Project constraints/Quality Submittal requests	Submittal Procedures Qualified installers Delivery schedule Product literature	Training and Documentation Personnel training Demonstration Full commissioning

Information in Red = Key involvement at several levels
Information in Blue = pure consulting, should see the contractor's responsibilities



Typical Project Phases

Phase	Activities	Owner	A/E	Contractor
Planning	Feasibility Programming Site Analysis Site selection	Program Budget	Reports Analysis Recommendations	

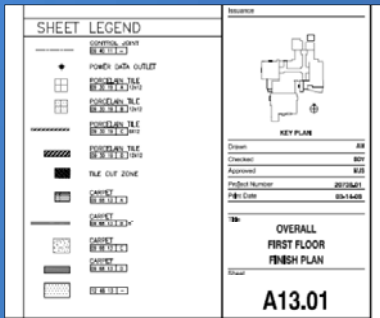
Rep has little to do in this phase

Typical Project Phases

Phase	Activities	Owner	A/E	Contractor
Design	Schematic Design	Surveys Geo Data	Schematic Drawings Sketches Renderings Diagrams Conceptual Drawings Plans Elevations Sections Preliminary Cost Projections	Occasional Budgeting Assistance

Architectural Rep begins with A/E in Schematic Design

Typical Preliminary Drawing Note or Schedule



Typical Project Phases

Phase	Activities	Owner	A/E	Contractor
Design	Design Development		Drawings Plans Elevations Sections Typical Details Engineering Design Criteria Equipment Layouts Outline Specs Revised Costing	

Drawings are under way and the spec process begins here. Architect uses data sheets and cut details for the outline specs and sections

PRELIMINARY
NOT FOR CONSTRUCTION

SHEET LEGEND

- CONTROL JOINT
- POWER DATA OUTLET
- PERIPHERAL TILE
- PERIPHERAL TILE
- PERIPHERAL TILE
- TILE CUT ZONE
- CABINET
- CABINET
- CABINET
- CABINET
- FRONT

ENTRY LOBBY
100
2'-0"

TOTAL Solutions PLUS

Typical Project Phases

Phase	Activities	Owner	A/E	Contractor
Design	Construction Docs and final design	Bid Solicitation Instruction to bidders Bid Form General Conditions Supplement Conditions	Detailed drawings Plans Elevations Sections Details Schedules Specifications Bidding Requirements Revised Costing	

Architectural Rep continues with Docs and final details

Design Details – Final for Bidding

Key Plan:

5/8" x 24" LG. CURVED BAR ANCHORS W/3470-10
1" DIA. SEE NOTE
2-#4 CONT.
1/4" BENT @ CONT.
1/4"

IF EDGE OF SLAB IS MORE THAN 14" FROM THE E OF THE STEEL BEAM SEE 4 & 5

TOTAL Solutions PLUS

Typical Project Phases

Phase	Activities	Owner	A/E	Contractor
Bidding	Competitive Bidding Contract Negotiation	Payment Certificate	Addenda as needed	Bid Bid Security

Sales Reps become involved in bid process with Contractor and Subs. Arch Rep shares info via tracking reports etc.

Typical Project Phases

Phase	Activities	Owner	A/E	Contractor
Construction	Mobilization Construction Contract Admin Project Closeout	Payment Certification	Modifications	Permits Schedules Shop Drawings Certificates Record Docs Warranties Operation and Maintenance Data

Submittals/Substitutions are completed. All reps are fully engaged in project as needed.

Shop drawings and resolutions from Pre-Construction Meetings

REF. 2 / A2.1-1P

EXIST. HAZARD IN FLOOR

REMOVE EXISTING BASHING AND REPAIR WITH G.C.

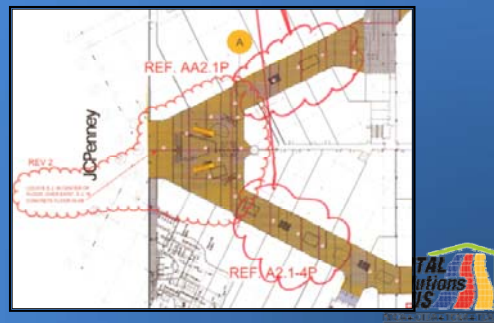
TOTAL Solutions PLUS

Typical Project Phases

Phase	Activities	Owner	A/E	Contractor
Post Construction	Occupancy Operation & Maintenance Evaluation Repairs	Maint. Records	Post Occupancy Reports Analyses	Warranty Services Records

Supplier/Manufacturer completes all warranty paperwork and related close out activities

What could possibly go wrong???



What can go wrong?

- What is the timeline? (Get the manufacturer involved)
- Are you an asset or a liability for the planner, architect or designer?
- For the contractor: is the specification accurate? Realistic?
- Have you walked the job?
- Does it conform to all current standards?

CONTRACTOR

Architects – Project Designers

- Well specified materials, with specific and current installation requirements, best serve the Owner, Architect, Designer and Construction/Installation team by setting clear requirements for the overall project.
- This and a well defined scope of work from the GC are the best tools for providing all bidding sub-contractors an equal understanding of what is to be included in the project proposal.

Architects – Project Designers

- The least qualified Specialty Sub Contractors often win project awards, based on their lack of understanding of installation/specifications, or sometimes a less than solid commitment to best industry practices.
- Unclear specifications lend themselves to intentional or accidental interpretations which may negatively affect the project while eliminating a more qualified sub-contractor.

Architects – Project Designers

- Eliminating extraneous methods, materials and unrelated instructions from project specifications and using specific installation methods identified in the execution portion of the specification section is the best way to ensure that the Design team get the products and methods which were intended for the project.



Architects – Project Designers

- Training the design staffs to understand and truly utilize the expanded TCNA handbook and ensuring that information services like Master Spec AIA or other design template companies have the most current versions of the handbook and standards are the critical path items to keep updated information on the specs.



Tile & Allied Product Distributors

- Continuity of successful installations are the best sales tools available to the industry.
- Promoting QUALIFIED LABOR whether it be *NTCA 5-STAR*, *TROWEL OF EXCELLENCE* or local companies and installers you trust, is critical to the successful of our industry.
- Relationships with your local installation professionals is the best way to protect the investment you have made getting your products specified on a project.



Tile & Allied Product Distributors

- Identifying the most up to date installation requirements often becomes the responsibility of the Distributors Architectural Sales Representative.
- This key person in the projects development, may not have the opportunity to know all of the ever increasing technical complexities of new products and specialty installations.
- Most distributors spend great quantities of time, effort and money to keep their representatives in the know, but given the rate of change in our industry and the sometimes high turnover rate in sales/design positions, keeping that representative informed is a significant challenge.



Tile & Allied Product Distributors

- Information is always the vehicle to limiting problems. If you are fortunate enough to have knowledgeable vendor representatives in your area, that person becomes the invaluable link between the installer and the Owner. They are the first person the Architect and General Contractor will calling to answer questions or worse, explain a problem or failure.
- This person is a critical link in qualifying the specialty needs of materials and installation requirements. As a commercial installer, we rely heavily on this level of representation. Get to know this person as well as your preferred installation professionals.
- You will save each other time and money by keeping an open level of communication.



TIME FOR Q&A

