CASE STUDY

WORKIVA (WEBFILINGS) AMES, IOWA

Genwall helps FEH Associates & Story Construction win a race against time and deliver a successful project for Workiva's corporate headquarters.

BACKGROUND

Workiva, formerly WebFilings, is a SaaS (software-as-a-service) company headquartered in Ames, Iowa. Founded in 2008, they provide companies with cloud solutions for improving productivity, accountability and insight into business data.

FEH Design ("FEH") is an architecture, structural engineering & interior design firm with offices in Iowa & Wisconsin. Founded in 1898, they provide designs across the upper Midwest. They offer a full range of professional design services for several project types.

Story Construction ("Story") is a full-service construction company. With roots back to 1934, Story is located in Ames, Iowa and licensed to do business in nine Midwest states. They specialize as a Construction Manager, General Contractor & Design-Builder -- self-performing 35% of their work.

THE CHALLENGE:

Construction of the new Workiva corporate headquarters was set to begin in early 2011. But significant company growth extended the design phase. FEH worked with the owners to accommodate the growing number of collaborative employee workspaces.

The challenge was construction startup pushed back to Fall 2011. "As we looked at the calendar," recalls Bill Bowman, Project Manager for Story Construction, "it was clear we'd have winter conditions to get the building closed in."

The schedule impact was a concern to the project team, the owner, and other project stakeholders. continued

THE SOLUTION:

FEH and Story sat down to find opportunities to meet the construction schedule challenges. FEH had explored Genwall as a possible solution. Story ran some numbers to compare costs between conventional wall construction and Genwall. ("Conventional" wall construction was metal studs with interior cavity insulation, gypsum board sheathing and weather barrier membrane.)

"On paper, Genwall looked a little more expensive than conventional," says Bowman, "but the schedule was the more looming issue; if Genwall could get around the building with one pass with their tradesmen doing the install, we'd achieve faster, more efficient dry-in than the multiple passes required by the conventional approach. That was the driving factor that pushed us in the direction to use Genwall."

John Karrmann, Vice President with FEH Design, added, "The primary reasons we looked at Genwall were:

1. Genwall provides a single-source responsibility for the envelope of the building. For vapor barrier, backup material, insulation and sheathing.

2. The high insulation value - outside the studs - allows contractors to run and adjust utilities within the walls.

3. And, most importantly, the broad coverage we get with the panel sizes and the speed it goes up."

As Bowman puts it, "Genwall stepped forward as the product to get us where we needed to be at the right time."

THE RESULTS:

Simplifying the Details

As FEH worked with SGH, Inc. to incorporate Genwall into the construction details, Genwall's simplicity was evident. Especially when used with a rainscreen cladding.

"We were using Dri-Design metal panels, as well as limestone cladding," says Karrmann. "Looking at the cladding options that can go over Genwall, we didn't have to worry about moisture on the back of materials or potential issues with material interfaces."

Positively Impacting the Construction Schedule

The biggest concern for the project team was to ensure they met the owner's move-in date. Workiva was leasing space, and their explosive growth meant they were running out of room to operate efficiently.

"Looking back at the weather cycles we worked through," says Bowman, "if we hadn't gone with Genwall, we would have failed on schedule and missed the move-in dates. It was a lifesaver. I'd guess Genwall took a month out of our schedule, due to its speed of installation."

During construction, the building size doubled from 60,000 to 120,000 square feet, resulting in a two-phase development to accommodate the size increase.

For Phase 1 of construction, SGH installed over 13,000 square foot of Genwall in three weeks.

Realizing Hidden Project Cost-Savings

Genwall's single pass around the building for installation provided fewer coordination headaches for Story, leading to time savings, resulting in cost savings not easily perceived or measured.

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As Bowman puts it, "Genwall is a 'one-and-done' approach. You line up your Genwall people; you get your building set up to receive the material and then get out of the way. The system installs fast. My superintendent and I were both impressed with the amount of material that could go up in a day."

Bowman continues, "There may be a few dollars difference per square foot installed cost between the two assemblies – Genwall and conventional. But there are hidden savings across the board with the quick, effective way the system goes up and closes your building in fast."

Another fact Bowman points out is Genwall virtually eliminates any threat of mold issues, which can lead to widespread added costs and time.

The final hidden cost-saving item Genwall provided throughout the Workiva construction phase was flexibility. "With open stud cavities, we could rerun wire, pull new conduits, and rework the building's interior layout. Losing almost no time whatsoever," confirms Bowman.

"We could immediately react to the owner's needs and adapt to changes and say, 'No problem. We can make that happen.' Thanks to the versatility of the exterior skin Genwall provided."

Adding Value in Unexpected Ways

One surprising benefit Story found from using Genwall was a reduction in temporary heating costs.

"I believe it was November 21st," recalls Bowman, "about two o'clock in the afternoon. And the last piece of glass had gone into the second phase building when sleet and snow started hitting the glass.

"The temperature dropped about 25 degrees that night. But we had the building up to 50 degrees the next morning after the temporary heat kicked in. I've never had a building heat up that fast."

Genwall held the heat in, and Story says they shut the heaters down more than they had assumed, saving fuel costs and demonstrating the tight enclosure Genwall provides, along with great insulation value.

In fact, in the second phase, they reduced the heaters by half.

What the Other Trades Think of Genwall

The open stud cavities at the perimeter - thanks to Genwall - made the other trades' work go more smoothly and efficiently as well. They could make adjustments to their work without affecting the insulation or membrane quality. (No "cold spots").

"At the end of the day, all the subs were smiling with the way Genwall works for us," says Bowman. "We had no issues whatsoever with our curtainwall system interfacing with Genwall. We were watertight, with zero callbacks on the envelope. Genwall performed beyond our expectations."

Conclusion

In today's competitive construction market, it's critical to have every advantage on your side to be able to meet tight deadlines. From both the design and construction standpoint.

FEH Design & Story Construction saw the value in overlooking the conventional wall construction they had leaned toward in the past. And exploring a more simplified system to streamline the Workiva building's exterior wall.

Genwall provided them with the quick installation and hidden cost-savings while eliminating the conventional construction headaches.

Contact

To learn more about how SGH & Genwall can help your next project succeed, visit us at: **sghconcepts.com** or call **844.255.9393**.

Veridian Credit Union • *Omaha, Nebraska*

Genwall: 5,000 sq ft
Façade: Fundermax, ACM, Ledgestone Natural Stone Veneer

Genwall Advantages

AIR & WATER

Drain Plane Integrity
Minimal drain plane penetrations removes risk of mold and moisture damage.

First Stage Rear-Ventilation Setup
Providing airflow along back of facade material, fostering proper moisture evaporation.

THERMAL & STRUCTURAL

High R-Values *(see R-values below)*
Exceeds newest & strictest energy codes. Energy & cost savings for all US regions.

Structural Façade Support
Virtually limitless outer-skin options. Easily re-skin without degrading wall performance.

INSTALLATION

Up-to 12-months Exposure
Durable, metal-wrap panels deflect damage while waiting up to a year for final exterior finishes; Contractors have schedule flexibility - saving costs.

Simplified Single-trade, Single-pass Installation
Rapid weather-in, efficient construction schedule and low construction waste; all with one subcontractor.

Factory-manufactured Components
Greatly reduces field assembly time and effort. Superior quality control of materials and installation.

Open & Accessible Stud Cavity
All trades are provided an open wall cavity; free of batt or spray insulation. No more "cold-spots".

PEACE OF MIND

Resource-Efficient
A competitively-priced solution to meet today's demanding, low-consumption expectations.

Third-Party Tested
Assurance that all materials meet quality performance expectations.

2-Year Warranty
We warranty material for 2 years from date of shipment, giving you and your client peace-of-mind that we stand behind Genwall 100%.

Genwall Product Specifications

Panel Height:	24", 30", 36", 40", or 42"
Panel Length:	Standard 16'; optional 6' to 40'
Span Capacity:	Up-to 24" o.c.
Horizontal Joint:	Pressure-equalized, tongue-&-groove w/ factory applied butyl sealant
End Joint:	Butt with field-applied gasket and sealant
Face and Linear Material:	**Standard:** 29 GA AZ50 galvalume or galvanized **Optional:** 26 GA G90 galvalume or galvanized
Finish (standard):	Epoxy primed or white polyester: optional matte black
Thermal Properties per ASTM C1363*:	**2" Panel: R=16***; U=0.63 **4" Panel: R=33***; U=0.34 **3" Panel: R=25***; U=0.42 **6" Panel: R=43***; U=0.23

*(*Thermal values at a mean temperature of 75°F are per ASTM C1363 testing including thermal value of R1 for interior air cavity & interior gypsum board.)*

Free White Paper Download

Stop Compromising Your Envelope: Keep Your Exterior Wall Uncomplicated.

Is your next building at risk for moisture and energy leaks? Do you know how to identify—and eliminate—the most common penetrations of your building envelope? These helpful resources are *FREE* to you right now, grab them today at our website.

sghconcepts.com/resources/literature/