SIPA Strategic Update
Annual Meeting 2020
Topics to Cover

• **Strategic Overview & Journey** – James Hodgson
• **Specification & Best Practices** – Jeremy Dieken
• **Value Proposition & Economic Value Cases** – Joe Fortier
Strategic Overview & Journey

James Hodgson
Strategic Background – Why Change?

• SIPs growth slower than desired
• Board Strategy Session held Fall 2018 to sharpen focus, determined new plan & presented here last year
• Excellent alignment and participation among membership
• Reminder of where we’re going...
**SIPA Strategy Overview – 2018/2020**

**Vision:** SIPs are the preferred building system.

**Mission:** SIPA provides an industry forum to increase the acceptance & use of SIPs

**Goal:** Achieve SIP growth faster than the market

**Strategic Focus:** Concentrate early in the value chain overcoming:

1. Resistance to change
2. Lack of awareness
3. Negative perceptions

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**Commercial Markets – Qualified Architects** working on low rise, combustible wood construction (Type V).

- Improve training & best practice courses, videos, delivery options.

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**Residential Markets – High Performance Builders**
who understand value, building science, net-zero energy and construct 30 – 100 units/yr

- Offer a clear value proposition.
- Detailed ‘all in one’ case studies (highlight cost & speed advantages).
- Beginning-to-end training and design through install; whys/why-nots.

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**SIPA Industry Commitment 1st steps**

- Establishing baseline SIP specification
- “Need to know” content for architects & builders when designing w/SIPs
- “Best practices” when designing/constructing w/SIPs
## SIPA Strategy and Initiatives

### Near Term Priorities - Initiative Description

<table>
<thead>
<tr>
<th>Task Order</th>
<th>Category</th>
<th>Initiative</th>
<th>Initiative Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a</td>
<td>Baseline</td>
<td>Arch &amp; Bldr</td>
<td>Establish baseline SIP specification</td>
</tr>
<tr>
<td>1b</td>
<td>Baseline</td>
<td>Arch &amp; Bldr</td>
<td>Create &quot;Top 10 Need to Knows&quot; lists specific for design professionals and builders</td>
</tr>
<tr>
<td>1c</td>
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</tr>
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<td>2a</td>
<td>Value Prop.</td>
<td>Arch &amp; Bldr</td>
<td>Create high level value proposition expressing the 'emotional why' to use SIPs with refined messages for architects and builders</td>
</tr>
<tr>
<td>2b</td>
<td>Value Prop/Economic Case Study</td>
<td>Bldr</td>
<td>Create an economic business case justifying the use of SIPs comparing labor, speed, downstream complexity reduction (i.e. HVAC, callbacks), and lower energy/air leakage as an 'all in one' study as to how it affects the bottom line and margin/cycle time improvement. (1st residential/ 2nd commercial).</td>
</tr>
<tr>
<td>3</td>
<td>Online</td>
<td>Arch &amp; Bldr</td>
<td>Create best practice YouTube videos + SIPA website more training vs marketing + Increase technical data (bulletins, Design Guide) to website</td>
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<td>Develop comprehensive, practical in person architect training + Develop AIA &amp; USGBC scopes of work with f/u best practice courses + Develop builder training outlining process from start to end &amp; design of other parts of project; emphasize why &amp; why nots and simple process</td>
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<tr>
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### Longer Term Priorities - Initiative Description

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But Do these Messages Resonate?

• Is the *way* SIPA speaking appeals to the target audience?

• Do *innovators* & *early adopters* want just *facts*?

• Where is the motivation to change? The emotional *why*?

• Fall Board Meeting 2019 decided to pivot SIPA messaging

• Focus on the *emotional appeal* for designers & builders to want change: legacy, pride of craft, innovation
Design Professional Best Practices

Introduction and How to Use this Document

This document is created specifically for design professionals by the manufacturing members of the Structural Insulated Panel Association (SIPA). It dives deeper and provides more background into the each of the summarized topics presented in the Design with SIPs Checklist document which highlights important considerations during the design phase of a Structural Insulated Panel (SIP) structure. Decades of combined knowledge from SIPA manufacturers will help reduce the learning curve and leverage SIP’s exceptional qualities to achieve high-performance results owners expect when building with SIPs. The considerations of how and why the best practices were developed as the common industry platform for SIP design are explored here.

The ten topical areas are prioritized in the order SIP industry experts feel deeper understanding of the subject matter areas facilitate successful SIP design and later implementation.

1. High Performance Building Envelope
   1.1. SIPs meet and exceed building code thermal envelope requirements and eliminate additional continuous insulation needs on the building exterior.
   1.2. SIPs provide extremely airtight structures, a key component improving indoor air quality (IAQ).
   1.3. SIPs are available in a range of thicknesses delivering exceptional thermal

3. Build Durable, Efficient, High Performance Buildings
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Specification & Best Practices

Jeremy Dieken
✓ Specification Completely Updated:

- Task group reviewed CSI consultant rewrite and ready to use
- Petitioning for both new CSI code for SIPS and renaming old
  - 06 12 00 – Structural Panels
  - 06 12 16 – Stressed Skin Panels
- Will discuss this at Manufacture’s meeting
Two New SIP Guides Launched

✓ Task groups completed & launched in January at IBS in Las Vegas
✓ One dedicated to design professionals new to SIPs with topics to consideration ‘pre-pen to paper’
✓ Second for specific new builder needs and concerns with SIPs
✓ BOTH have unique checklists
✓ Introduction section highlights briefly 10 areas where SIPs differ from conventional methods
Considerations & Checklists

**BUILDING CONSIDERATIONS**

- High-performance building envelopes use SIPs
- SIP performance is based on more than its stated R-value
- HVAC system rightsizing reduces costs and enhances comfort and performance
- SIP structural capabilities cater well to virtually any design
- SIPs are typically factory cut for accuracy, quality, and reduced onsite labor
- SIPs are manufactured using "SIP shop (or panelized) drawings"
- SIPs are customized to varying levels depending on client needs
- Roof and wall assemblies
- Factory cut electrical chases reduce electrician time in the field
- Design plumbing into interior walls
- To better understand the science of building with SIPs

**CHECKLIST**

- High-Performance Building Envelope
- HVAC Systems
- Structural Capabilities
- SIP Sizes
- Shop Drawings
- SIP Fabrication
- SIP Installation
- Roof and Wall Assemblies
- Electrical
- Plumbing
Best Practices Documents

• These serve as ‘deep dives’ for each of the 10 Design Considerations offering further understanding of principles

• About 8 – 12 pages each

• A Task group has already completed the first 2 and is beginning on the third

1. High Performance Building Envelope
2. Structural Capacities
3. SIP Sizes
Value Proposition & Economic Value Cases

Joe Fortier
New Messaging Platform

- SIPA contracted with expert construction agency Brandner from Seattle/Tacoma, Washington area
- Craft *emotional* appeal into a new SIP value proposition
- Incorporate a strong dose of *why* should one change
- This messaging is available for all SIPA member to incorporate
BRAND MESSAGING GUIDELINES
WHAT ARE BRAND MESSAGING GUIDELINES?

• Brand messaging refers to the value proposition conveyed and language used in all SIPA content regarding SIPs. It’s what makes our target audiences connect with our brand by inspiring them,

• persuading them, motivating them, and ultimately making them want to purchase our members’ products.

• The following guidelines are to ensure brand integrity and consistency in voice when communicating both internally and externally.
WHY DO WE NEED THESE GUIDELINES?

Marketing without a consistent brand message is like herding cats. Without focus, a brand’s communication efforts can leave customers confused and unsure of which sound to follow.

However, with one steady voice, the SIPA message will resonate.
THE ELEVATOR PITCH

Structural Insulated Panels (SIPs) are a high-performance building system for residential and light commercial construction. SIPs are the preferred choice for builders who have a passion for their craft and want to leave a legacy with their quality work. The innovative panels consist of an insulating foam core sandwiched between two structural facings, typically oriented strand board (OSB). SIPs are precisely manufactured under factory controlled conditions and fit nearly any building design. The result is a building system to be proud of.

EASY AS A, B, C!

A BREEZE TO INSTALL

SIPs are the simple way to build high-performance structures that meet or exceed building requirements and energy codes. It’s the easiest method to reach standards for Air Infiltration, R-values and Continuous Insulation; while significantly reducing time and labor.

BETTER FOR ALL

Build healthier, energy-efficient, resilient structures for clients who care about the environment. SIPs provide superior strength against wind, snow and natural disasters; and the tighter envelope means significantly less air leakage for a healthier, more efficient building.

CARE FOR THE LONG HAUL

As stewards of the future, our duty is to build comfortable, responsible spaces. SIPs give you the power to show just how much you care about your customers and the environment. Be a leader in best practices, and take pride in building your lasting legacy.
THE VALUE PROPOSITION

The reason why SIPs are different from, and better than, stick framing.
THE SIPS VALUE PROPOSITION

Structural Insulated Panels (SIPs) are the easiest, most energy-efficient, insulating framing system available. Meet or exceed code requirements, while delivering a more comfortable, durable overall building. SIPs save you time, money and labor.

Don’t be left behind. Build for the future with this third-party verified, flawlessly engineered solution.

HIGH-PERFORMANCE. HELLO
HIGH-PERFORMANCE. HELLO SIMPLICITY.
HIGH-PERFORMANCE. HELLO EFFICIENCY.
HIGH-PERFORMANCE. HELLO PROFITABILITY.
Brand Message for

BUILDERS

You are on the front line of the building industry, capturing a real-world take on what works, and what doesn’t. So you know there are better solutions out there. Take pride in being an innovator in an industry that has been doing it the same way for over 100 years.

Lead the way with SIPS – the smarter solution for your residential and light commercial applications.

Our trusted, proven products are more durable and comfortable for your customers, and smarter for the planet. They work to ensure your legacy & peace of mind, while liberating you to build your business as you see fit.

SIPS are easy to install, and go up 50% faster than stick framing. They are manufactured under factory-controlled conditions and can be fabricated to fit nearly any building design. The result is a building system that is straight, strong, and resilient – giving you, and your customers, confidence now and in the future.
Top Ranked Messages for BUILDERS

1. TAKE PRIDE IN YOUR LEGACY
2. SHOW YOU CARE ABOUT YOUR CUSTOMERS & THE ENVIRONMENT
3. BUILD DURABLE, EFFICIENT, HIGH PERFORMANCE BUILDINGS WITH EASE
You aspire for designs that make an impact, while they make a difference.

SIPA understands the challenges you face when creating living and working spaces that are efficient, resilient and unique. Structural Insulated Panels (SIPs) are a high-performance building system consisting of an insulating foam core sandwiched between two structural facings, typically oriented strand board (OSB). This innovative, engineered, precise solution will bring your high-performance designs to life.

SIPs are the easiest method to exceed building code requirements for Air Infiltration, R-values and Continuous Insulation, as well as the standards of high performance energy enclosures (Earthcraft, LEED, Passive House, NetZero).

SIPs are one of the most airtight and well insulated building systems available. A SIPs building uses less energy to heat and cool, while allowing for better control over indoor environmental conditions. This environmentally smart system also reduces construction waste. Manufactured under factory-controlled conditions, SIPs are strong, straight and resilient.

So take a closer look at the design flexibility of SIPs. Future-proof your work with efficient buildings that stand the test of time. Give yourself the freedom to deliver creative solutions with the desired balance of aesthetics, performance, and code compliance, while building with ease.
Top Ranked Messages for

ARCHITECTS

1. TAKE PRIDE IN YOUR LEGACY WITH A FLEXIBLE, INNOVATIVE SOLUTION

2. EXCEED BUILDING CODES AND CRAFT DURABLE, COMFORTABLE SPACES

3. STAND OUT BY CREATING A LEADING-EDGE BUILDING ENVELOPE WITH EASE
Reaction to New Messaging

• There is room for individual company messaging & tag lines

• SIPA national messaging will employ new approach

• SIPA will still employ the “SIPs – A Better Way to Build” when needed

• This messaging is available for all SIPA member to incorporate
Economic Business Cases for SIPS

High level messaging is fine, *but*:

- The real objection is often cost of SIPS vs traditional
- Case-study Task group will (re)form to address as expertise is needed (volunteers needed)
- Residential business case study under development
- Commercial business case study to follow
- Goal to justify clearly SIP cost advantages for the system
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<thead>
<tr>
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<th>Description</th>
<th>Cost Per House</th>
<th>SIP cost</th>
<th>SIP Description</th>
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<th>Std. Framing total/extra cost</th>
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<td>net for 1/2&quot;</td>
<td>$1,214.40</td>
</tr>
<tr>
<td>20</td>
<td>Days lost to call-backs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$47,471.72</td>
<td>Attic, north walls</td>
<td>$1,100.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>6 1/2&quot; Std. Sips, 10 1/4&quot; Roof</td>
<td>$48,154.02</td>
<td>$32,102.68</td>
<td></td>
<td></td>
<td>$16,051.34</td>
<td>$16,051.34</td>
<td>$16,051.34</td>
<td></td>
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</tr>
<tr>
<td></td>
<td><strong>Total SIPs + installation</strong></td>
<td><strong>$48,458.19</strong></td>
<td></td>
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</tr>
</tbody>
</table>

**Net difference in cost for SIPs:** **-$113.53**

SIP house vs. traditional at cost parity just for framing... next add HVAC, electrical, etc.