

VANTAGEPOINT

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The beginning of the end.

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frustrations.



HASSLES: THE BEGINNING OF THE END.

Bringing the hidden to light.

Setbacks, delays and hurdles. Small obstacles, little screwups and minor annoyances. Every project has them, right? No big deal. You just roll with it, maybe let a few choice phrases fly through your suddenly clenched teeth and soldier on.

As a building construction or design pro, you've probably learned to live with some cold, hard truths. Stuff happens. Schedules shift. Questions get answered. . . eventually. And expecting the unexpected? It just goes with the territory.

BUT SHOULD IT?

At ClarkDietrich, we look at the meddlesome problems you encounter every day from a different perspective: There are hidden dangers lurking if you regularly accept slight headaches as part of the routine. Each challenge you face—from tackling tedious searches for product details, to putting up with installation snafus, to playing catch-up to codes and trends—comes at a cost to your productivity, profitability and peace of mind.

Ultimately, the real threat doesn't lie in any one isolated problem, slowdown or inconvenience—but in their cumulative effect. Seemingly insignificant nuisances don't stay that way. They pile on, gang up and before you know it, you've got a huge nightmare on your hands.

THEY'RE HASSLES. WITH A CAPITAL H.

Call them what you will, but we've chosen to clearly label the challenges that plague you collectively as the Hassles. As you'll learn, they exist in a variety of forms, each with their own name and warped sense of purpose. After all, knowing who your enemies are is the first step to defeating them.

Whether you're an architect, specifier, distributor, contractor, installer or otherwise—the Hassles hassle everyone. And without remorse or regard for job titles. They're the root cause of blown timelines, cost overruns, callbacks and compliance issues, just to name a few.

That's why ClarkDietrich is on a mission to identify and eliminate the little Hassles so they don't do their dirty work unseen. Or worse, work themselves up into bigger troubles.

WITH AWARENESS COMES ACTION.

Are we alarmists? Hardly. While the Hassles call stark attention to small, often unconsidered problems, our continued focus is on the specific solutions we offer. Not to mention, on the broad scope of answers we provide in the form of products, digital tools and multifaceted services.

Because the Hassles can rear their ugly heads at every stage in the building process—from design, to delivery, to construction—it takes a full, systemic approach to dial them out of the picture. In the world of cold-formed steel framing, no manufacturer is more prepared to do that than ClarkDietrich. Our comprehensive array of resources is totally dedicated to preventing problems and promoting progress. The pages of this publication are devoted in large part to arming you with more than a few solutions-oriented details.

“Our comprehensive array of resources is totally dedicated to preventing problems and promoting progress.”

LEADING THE FIGHT.

Well worth mentioning right up front is one of our leading systems: ProSTUD® Drywall Steel Framing. As a product lineup that delivers greater stiffness and limiting heights, time-saving iTools™ for mobile lookup of installation details, and on-call technical, BIM and engineering support, ProSTUD checks off all the boxes for dealing with multiple Hassles.

We can also cite solutions developed to take aim at specific issues of growing industry concern. If your next project calls for a better way to combat noise, check out RC Deluxe® Resilient Channel. It increases the acoustical performance of walls, reduces installation errors and is backed by extensive testing data to bolster your specs.

One of the chief ways to avoid Hassles is to enlist experienced allies. With four offices, over 50 engineers and technicians on staff, and nationwide reach, ClarkDietrich Engineering Services can take calculations, shop drawings, LEED® compliance, pre-bid pricing and more off of your hands.

CHAMPIONING A GREATER CAUSE.

Innovation. It's at the core of who ClarkDietrich is. In a word, it's what we stand for. We realize, of course, making that statement alone isn't what separates us from other companies who make the same claim. Our actions do—our very real solutions developed with and for our customers in walls and ceilings.

For some, innovation is the realm of head-in-the-clouds thinking. But not for us. It's a definable process we have repeated time and time again. It's simply about gaining greater insight into the obstacles and inefficiencies that affect you, providing practical solutions that achieve demonstrated results, and sharing our knowledge and answers with the industry.

So why the Hassles? ClarkDietrich is also innovative in the way we communicate. The Hassles are imaginatively menacing characters. But the complications, turmoil and troubles they represent are 100% real-world. Input gathered from professionals in the field—about issues and challenges you encounter—will be critical to our fight.

Join the battle and be part of the conversation at stopthehassles.com. ●

RUNAROUND

“THE BRINGER OF CHAOS”

Thrives on rampant confusion and robs you of vital product answers.



SPINOUT

“WRECKER OF WALLS”

Exploits less-than-optimized steel to annoy installers and ruin the finish.



FLANGE FADE

“A MENACE TO MAN-HOURS”

Preys maliciously on vulnerable studs to cause slowdowns and callbacks.



DUNNO

“THE DESTROYER OF SCHEDULES”

Leaves you in the dark on critical details and feeds off misinformation.



THE KLEPTOGNOMES

“SMALL PLAGUES OF EPIC PROPORTION”

A gang of tiny terrors who take sick pleasure in watching you search.

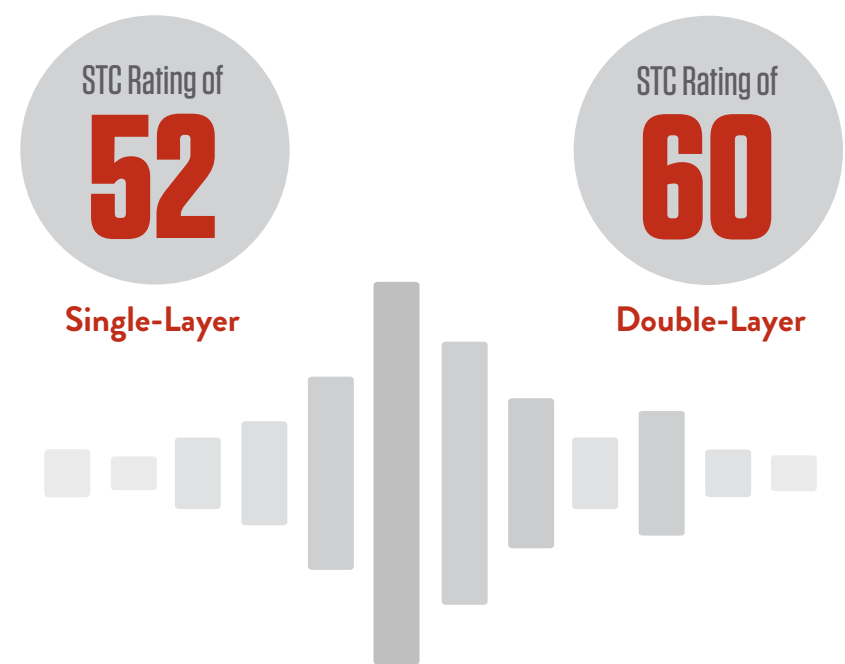


STRUCTURAL FRAMING TESTED FOR NOISE-COMBATTING STRENGTH.

RC Deluxe® now has even more powerful data behind it.

The shape of the RC Deluxe Resilient Channel is often copied—but, what gets missed is the testing data behind the ClarkDietrich product. Resilient channel, after all, is a performance product. What good is the product without the performance?

Our most recent tests with structural framing add to an already exhaustive list of testing. When testing single-layer and double-layer gypsum applications, the single-layer achieved an STC rating of 52, while the double-layer achieved an STC rating of 60. Numbers like these confirm that RC Deluxe is a cost-effective solution for boosting acoustical control to a superior level.



Being an industry leader is more than just a claim in an advertisement. It is having the tools, resources and testing behind the product that removes the Hassles and makes your life easier.

No need to sort through a limited selection of tests or third-party catalogs for sound tests. You can find limiting heights, fire tests and sound performance all in one easy tool—iTools.clarkdietrich.com. There, you will find hundreds of combinations in an electronic tool!

ClarkDietrich sound tests are conducted at Western Electro-Acoustic Laboratory (WEAL) in Santa Clara, California. WEAL has been providing acoustical testing services since 1947 and is accredited by the National Voluntary Laboratory Accreditation Program (NVLAP). It is also certified by the City of Los Angeles, and the Department of Building and Safety, as a sound testing agency. ●



ONCE WE START TALKING WALLS, WE DON'T STOP.

Construction's challenges prove no match for good conversations.

WALLS WALLS WALLS. **RIGHT WALLS**
WALLS WALLS WALLS WALLS WALLS
WALLS WALLS WALLS WALLS WALLS
WALLS WALLS. **EXACTLY!**

Whether it's code requirements, engineering, BIM services, specific needs related to connectors, CDTs for specification assistance, or LEED® APs for navigation of LEED v4 and other sustainable movements, ClarkDietrich has the experts.

It is truly a digital age and we have the tools to prove it; but, the core of our customer service is our people. Our customer family of contractors, distributors, architects, specifiers, engineers, code officials and others, relies on the expertise of ClarkDietrich Building Systems.

Want to talk about walls? Contact your local ClarkDietrich sales representative or call one of the numbers below for more specific needs:

Technical Services: 888.437.3244

ClarkDietrich Engineering Services: 877.832.3206

Architectural Sales Group: 330.974.0835

Clip Express: 866.638.1908

“It is truly a digital age and we have the tools to prove it; but, the core of our customer service is our people.”

The 2016 CONSTRUCT Show in Austin, Texas, was a great experience for ClarkDietrich. We launched a “Let’s Talk Walls” campaign, designed around our ability to have deep discussions with the specifying community regarding products and systems. This multi-directional approach highlighted our unique position to be a resource throughout every step of the design and construction of wall assemblies.

Our personnel have authored industry-shaping articles for *Construction Specifier*, *Walls & Ceilings Magazine*, *Construction Dimensions*, *Building Design + Construction*, *Metal Architecture*, and the “Let’s Fix Construction” blog, just to name a few. You’ll also find these articles in our “VantagePoint” blog on the ClarkDietrich website.

WATER WANTS TO GET IN.

Expanded BackerBead™ lineup delivers more options to keep moisture out.

Since the introduction of BackerBead in 2015, Vinyl Corp. has continued to work with a variety of professionals across the construction industry to identify additional applications for the product. There is *not* a one-size-fits-all solution for obtaining the proper seal around window and door openings to keep water out. Differences in window and door frame sizes and styles, regional building practices, regional building codes, and the like, all contribute to a wide spectrum of applications that need a solution to water penetration issues. So for 2017, Vinyl Corp. is introducing an entire line of BackerBead products designed to meet numerous construction challenges in both stucco and manufactured stone veneer applications.

Building upon all the great product features of the original BackerBead, these new products have additional, unique features that enhance the performance of BackerBead, allowing it to be used in additional applications.

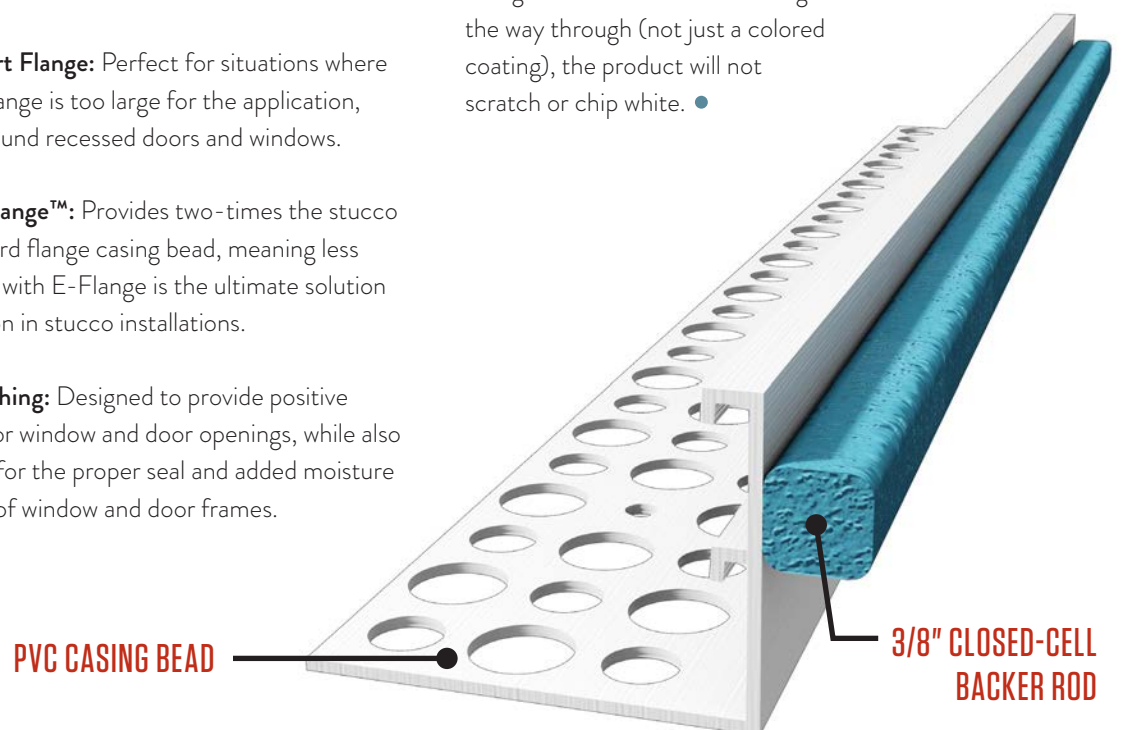
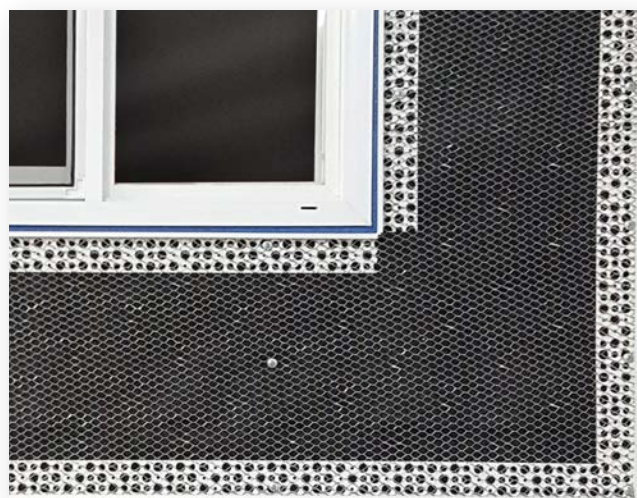
BackerBead with Tear-Away: A ¼" x ¼" tear-away strip provides a clean, stucco-free (and mortar-free) caulk gap, ensuring the most efficient caulk seal for optimal moisture protection.

BackerBead with Short Flange: Perfect for situations where the standard 1-3/4" flange is too large for the application, such as tight areas around recessed doors and windows.

BackerBead with E-Flange™: Provides two-times the stucco embedment of standard flange casing bead, meaning less cracking. BackerBead with E-Flange is the ultimate solution for moisture protection in stucco installations.

BackerBead Drip Flashing: Designed to provide positive drainage above exterior window and door openings, while also providing a caulk tray for the proper seal and added moisture protection at the top of window and door frames.

The value of aesthetics isn't lost on Vinyl Corp., especially when it comes to BackerBead for manufactured stone veneer applications. In addition to our standard white vinyl color, we've taken the lead in stocking BackerBead products in tan, brown and gray to complement common mortar colors. Better still, our UV-resistant, colored PVC compounds provide a superior level of color consistency and protection. The color won't fade in direct sunlight. And because the color goes all the way through (not just a colored coating), the product will not scratch or chip white. ●



ACCESSING ANSWERS, ANYTIME, ANYWHERE.

ClarkDietrich iTools™ a digital solution that just keeps getting smarter.

Since launching the first web app for steel framing in 2013, ClarkDietrich Building Systems has been at the forefront of digital tool technologies for the specification and purchase of steel framing systems. In 2016, we continued this commitment to innovation with the launch of the newest version of the ClarkDietrich iTools app, which now features complete integration of our industry-leading SubmittalPro® system.

ClarkDietrich iTools was developed to help construction teams evaluate purchasing decisions and assist in product selection for steel framing projects. Users can access more than 500 data sheets at the push of a button, while the cost-savings calculators use project-specific data to provide an instant comparative pricing model—for both materials and labor—for many ClarkDietrich steel framing products.

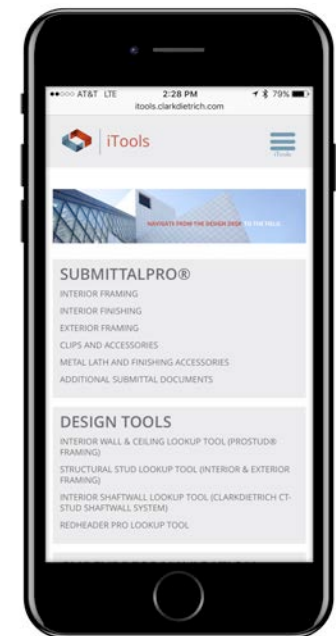
Through the iTools interface, users can also access the iProSTUD Interior Wall & Ceiling Lookup Tool, which gives users the ability to calculate and filter wall assembly data by specific properties—including wall design, wall assembly, limiting heights and ceiling spans, STC ratings and UL fire protection ratings. In addition, users can directly link to UL design reports and third-party STC sound tests.

Mike Murzyn, technical product and marketing manager at ClarkDietrich Building Systems, said, “iTools is the perfect complement for contractors, architects and specifiers who are on the go, but still want instant connectivity to data on specific components of their wall and ceiling systems.

“The combination of our new dynamic, user-friendly interface with the integration of our SubmittalPro system has truly taken iTools to the next level. This tool is a comprehensive resource for anyone involved in the design, specification or installation of steel framing wall and ceiling systems.”

Building professionals can also navigate the various clips and connectors offered through ClarkDietrich’s Clip ExpressSM service, including the industry’s widest selection of clips and connectors.

“We’re bringing tools to our customers’ fingertips that will help increase their bottom line,” added Murzyn. “We understand that efficiency on the jobsite is important and we strive to provide innovative tools that help accomplish this goal.”



ClarkDietrich iTools is widely recognized as the most comprehensive mobile tool for walls and ceilings professionals and was recently named one of the top apps in 2016 by *Walls & Ceilings Magazine*.

Access ClarkDietrich iTools on your desktop or smartphone at iTools.clarkdietrich.com. ●

ADDING STRAIT-FLEX® TO THE ARSENAL.

How our big acquisition brings you even more interior finishing solutions.

In February, ClarkDietrich acquired Strait-Flex, a leading provider of finishing solutions for interior drywall applications. With this strategic purchase comes the full lineup of Strait-Flex composite finishing tapes, trim and tools, which are joining ClarkDietrich’s already extensive portfolio of vinyl, paper-faced and metal drywall finishing products. As part of the effort, ClarkDietrich is forming a new Finishing Solutions sales force that will work directly with big box retailers as well as commercial distributors.

“The acquisition of Strait-Flex rounds out our drywall finishing product line to make us the largest manufacturer of steel framing products with the widest range of interior finishing solutions. We now have the enviable ability to provide a product for nearly every finishing application a contractor may encounter, and we are very proud to say so,” said Bill Courtney, president and CEO of ClarkDietrich Building Systems.

For those unfamiliar with Strait-Flex, it has a phenomenal reputation for manufacturing top-notch, innovative finishing products that increase production rates and improve quality. In fact, the company was founded for the express purpose of designing products that would have the strength and flexibility to rid drywall contractors of routine hassles like edge cracking and aligning drywall. Among its product solutions are the popular X-Crack® that eliminates ceiling cracks, stick cornerbeads that require no fasteners, Mud-Pro compound applicators that require no cleanup, and durable patches that quickly correct mis-cut and damaged drywall. Strait-Flex has always assisted contractors in their daily job functions in more efficient, cleaner and quicker ways, and ClarkDietrich remains fully committed to this mission. Further, all Strait-Flex

products will continue to be manufactured at the existing facility in O’Fallon, Missouri. The only difference is their packaging will now carry the ClarkDietrich name.

Of note, the passionate Strait-Flex founder, John S. Conboy, will remain on-board, serving in an R&D consulting capacity with ClarkDietrich.

“We now have the enviable ability to provide a product for nearly every finishing application a contractor may encounter...”

“Under ClarkDietrich, the Strait-Flex brand will be well-positioned to address contractors’ growing demands for high-performance, easily available finishing products,” said Conboy. “Growth and change go hand in hand, and the Strait-Flex brand will certainly grow as part of this deal, and I couldn’t be happier about it. I look forward to helping ClarkDietrich reach the full potential of this acquisition.” ●



UNLEASH OUR SYSTEMS TO DESTROY YOUR HASSLES.

Products, tools and services united to solve your problems.



stopthehassles.com

[#stopthehassles](https://twitter.com/stopthehassles)



RECENT STUCCO WOES ARE A WAKE-UP CALL FOR CHANGE.

Rolled, welded-wire lath puts applicators on the offensive.

New materials and methods for stucco installation are being utilized in Florida, in response to widespread alleged failures of the material in both residential and commercial construction projects. These materials—while not new to the stucco industry overall—are considered “new” in the Florida market, and homebuilders have shown keen interest in these approaches to mitigate the chronic failures being publicized.

Forensic investigations relating to stucco litigations have found that expanded metal lath is rusting; not because the lath galvanization is not effective, as it most often is coated properly. It has much more to do with lath embedment, where the plaster scratch-coat fully encapsulates the metal lath into the cement matrix. This full embedment is defined in Acceptance Criteria for Metal Plaster Bases, AC191 as Sect. 3.5.2 which says “...cover the back plane of the plaster base ¼” for half the area of the sample panels” (paraphrased). This level of embedment seems to be missing from the samples removed in the forensic investigations, as scratch-coats are merely troweled across the face of the diamond mesh—not pushed through the diamonds to the back plane and onto the weather-resistant barrier (WRB).

This lack of embedment leaves the back of the diamond mesh lath exposed on the WRB, allowing condensed moisture from the outside vapor drive (i.e., humidity) to settle on the diamonds and begin the oxidation process of the metal. The 3 to 4 mils of galvanization are no match for this prolonged exposure, where cathodic protection eventually loses its effectiveness when all of the zinc is sacrificed. As the rusting begins, “undercutting” of the metal lath continues into adjacent areas, loosening attachment of the lath into the fasteners and ultimately, causing delamination of the stucco coat. If this scratch-coat encapsulation could be improved, the chances for reinforcement that mitigates oxidation could be realized.

Yet, with the lack of trained applicators in the field, achieving “full embedment” is viewed as highly unlikely. A more-open wire lath however, could essentially “force” encapsulation, because there is little chance to spread the scratch-coat over the face of the wire lath and not encapsulate it.

As these more-open designed laths are introduced to Florida-area builders, they are seeing the benefits of the design and are asking their applicators to give these wire laths a try. When installers learn these wire laths are made in “rolls” vs. “sheets,” there is instant reluctance to this change. But further conversation and demonstration often helps the installer understand the installation advantages of rolls vs. sheets. For example:

ROLLS vs. SHEETS

1. Less laps, because the rolls can run continuous across the wall.
2. No need to fit lath around doors, windows or openings, as the wires can be cut around these areas when they are unrolled.
3. Continuous furring on the vertical wires, elevates the wire plane to an even ¼” for ideal embedment.
4. Frame fastening is easily achieved into the “twin wires” found on Structa Wire®—spaced at 6-inches on-center down the roll width.
5. No need to wire-tie the laps, as there aren’t any vertical ones. Horizontal laps aren’t required to be fastened or tied.

These applicator-friendly attributes oftentimes compel the installer to investigate the gains they can realize. During the testing in the Florida homebuilding market, wire lath is springing to life. Big builders have all tried the welded wire laths with impressive results, including:

1. Faster install of the lath on the wall, after initial learning curve.
2. Better scratch-coat embedment and therefore, encapsulation.
3. Less shrinkage cracking of the stucco after days of curing.

Other homebuilders are considering the “newfound” benefits of welded wire lath; and once their applicators attempt to install this little-known product, they are seeing why the majority of the western U.S. is so convinced of its benefits. ●





ON POINT WITH MIKE MURZYN.

ClarkDietrich's technical product and marketing manager provides timely intel on digital tools, BIM and beyond.

➤ **Q. HOW IS THE GROWING USE OF TECHNOLOGY SHAPING HOW THE CONSTRUCTION TEAM INTERACTS? AND, HOW IS CLARKDIETRICH MEETING THESE NEEDS?**

A. We're finding that trying to keep up with printed technical material is becoming more and more challenging, and printing catalogs is just not eco-friendly. Once we print a large technical catalog, it's out-of-date the next day due to new code changes, addition of new products, and new fastener connections or applications. Also, to reduce the size of printed material, yet maintain legibility, we are only able to show a quarter of the actual technical data and product line.

So, to meet today's requests, we're moving to electronic tools that simplify the overload of technical content and allow the user to quickly look up only the information they are requiring. For example, if a user is looking for information on an interior wall design, they typically would need to look up multiple resources to find the limiting heights, UL (fire rating) and STC (sound rating) of the wall system. In our iTools™, the same information can be found by using filters to find the exact system that meets the user's requirements. Other systems in iTools that are helping the construction team include: cost-savings calculators, CAD connection details, SubmittalPro® and other design tools.

➤ **Q. BIM HAS BEEN A HOT TOPIC IN THE INDUSTRY FOR YEARS. HAVE WE REACHED A TIPPING POINT IN THE USE OF BIM TECHNOLOGY?**

A. We're finding that even though Building Information Modeling (BIM) has been out for over 10 years, our industry is only scratching the surface. With the ability of full 3D scanning, slab elevation height scanning, and robotic total stations to place field points, the industry is finding it's becoming harder and harder to find experienced technical field workers to run these systems and designs. We are fortunate to have a very strong engineering & BIM team within ClarkDietrich, but even our team gets overloaded with large projects that can require up to a year of modeling and coordination with all of the project's trades. While our BIM team has done over 100 BIM projects, and has elaborate modeling systems, we are willing to help contractors start-up their own BIM team—allowing us to work together with the same systems and identify field issues by collaborating with the model in real-time.

➤ **Q. STEEL FRAMING INCLUDES WORKING WITH/AROUND OTHER TRADES? HOW DOES TECHNOLOGY HELP WITH COORDINATION OF THESE MOVING PIECES?**

A. Our BIM team is finding that modeling BIM projects is only half the challenge.

Collaboration with all trades and the general contractor is the number one key to making BIM successful. Having project managers make weekly calls with the GC and trades is a main requirement for BIM projects. These calls—and laying out the full BIM model with all the trades' systems—enable each trade to identify clashes and modify the design before workers hit the project site.

➤ **Q. WHAT'S NEXT ON THE HORIZON AS IT RELATES TO TECHNOLOGY AND THE USE OF COLD-FORMED STEEL FRAMING?**

A. For electronic tools, we're looking to enhance our cold-formed design tools and then place them into our online system (ClarkDietrich iTools) to help support our structural product line and clips. Phasing out printed material will be a challenge, but we're constantly reaching out to contractors and architects to see how we can make this more of a possibility with the use of interactive online tools.

For BIM, we're fully engaging our services, support and BIM tools with the industry at trade shows like BIMForum, INTEX, Autodesk® University, and AWCI's BIM: Doing It Right™ webinars—allowing contractors to start implementing BIM into their design and construction process. We're also always updating our BIM content to share with architects and contractors in order to simplify BIM integration at clarkdietrich.com/BIM. ●

A FULL STRATEGY FOR ARCHITECTURAL SUPPORT.

Our tools, services and educational offerings take aim at growing complexity.



The building design and construction process has become increasingly technical with the growth of BIM, code compliance issues and the energy code. While some companies avoid the more complex discussions, opting for commodity opportunities, ClarkDietrich embraces these discussions. The ClarkDietrich BIM Wall Type Creator,[™] BIM Framing Tools, ClarkDietrich Engineering Services and BIM Services, ClarkDietrich iTools,[™] Architectural Specification Review, and AIA Continuing Education Courses all

help design professionals avoid the hassles that come with a more complex building environment.

CLARKDIETRICH BIM WALL TYPE CREATOR (FREE REVIT® ADD-ON TOOL)

The BIM Wall Type Creator is the first cold-formed steel Revit add-on design tool that intelligently builds wall types with detailed information and design properties, such as UL assemblies based on fire-rating requirements, STC sound ratings and limiting height design. And it's all FREE!

CLARKDIETRICH BIM FRAMING TOOLS

ClarkDietrich BIM Framing Tools are available to all subscribers of the StrucSoft Solutions MWF (Metal Wood Framer) Pro Wall packages. Along with MWF's wall framing creation and clash detection tools, it also includes ClarkDietrich products and framing tools. The cold-formed steel advanced element creation tool provides detailed family assemblies of ClarkDietrich's ProSTUD,[®] RedHeader PRO,[™] MaxTrak[®] and other curtain wall framed elements. Find out more at: clarkdietrich.com/BIM.

CLARKDIETRICH ENGINEERING AND BIM SERVICES

ClarkDietrich Engineering Services (CDES) offers BIM coordination and engineering design services for cold-formed steel framing to architects, general contractors and subcontractors. BIM coordination includes assisting with clash avoidance, collaborating with other trades and creating 3D visuals. CDES also provides detailed documentation/shop drawings that include wall elevations, sections and plan views, in addition to other customized BIM services. We offer the industry's most knowledgeable, trusted team of experts to support BIM projects.

“When the contractor knows that ClarkDietrich is capable of handling conversations with architects and engineers, daily Hassles are removed.”

CLARKDIETRICH iTOLS APP

The ClarkDietrich iTools app gives contractors and architects access to a broad range of data—including cost-savings calculators, design tools, Clip ExpressSM site navigation, LEED[®] request forms and product literature—directly from their mobile devices.

ARCHITECTURAL SPECIFICATION REVIEW

Over time, project specifications can become outdated. Clear and correct specifications can eliminate the time, effort and cost involved with the substitution and approval process. We offer complimentary spec reviews and can bring 092000/054000 specifications up-to-date. And, we can

remove obsolete manufacturers and products and add in current product information. We track all changes and allow you to accept any or all. For suggestions on how to improve the performance of your specifications, contact us about a complimentary review at info@clarkdietrich.com.

AIA CONTINUING EDUCATION COURSES

ClarkDietrich Building Systems is dedicated to providing a wide array of continuing education opportunities, including face-to-face and distance learning alternatives. Nine face-to-face and six distance learning courses are available at clarkdietrich.com.

Not only is the value of ClarkDietrich's tools and services key to the architect, but it extends to the contractor and distributor as well.

When the contractor knows that ClarkDietrich is capable of handling conversations with architects and engineers, daily Hassles are removed. In an expanding market, the busy contractor has plenty to do without having to worry about product or systems discussions with architects, engineers or even code officials.

The value to the distributor is twofold. First, the pace of the conversation with the contractor is accelerated when using SubmittalPro[®] for creating the submittal package—the breadth and depth of information is easily accessed by the user, and easily understood by the architect and specifier. Secondly, the acceptance level of ClarkDietrich Building Systems' products is very high within the architectural community. That translates into inventory value because stocking products that are readily accepted by the architect and specifier gives the dealer the widest possible customer base. ●

ANNOUNCING THE ARRIVAL OF STRUCTALATH III.[™]

(And the departure of unneeded installation tasks).

ClarkDietrich now offers an enhanced version of the Structalath SF CR 38 product at no extra cost. The innovative, welded wire Structalath III is even better than before with the added feature of paired wires to create easy attachment opportunities.

Structalath III is cost-friendly and has six additional cold-rolled, flattened longitudinal wires, so the lath can be easily attached with nails or staples. These parallel flattened wires provide an easy-to-follow attachment pattern. In addition, hand-nailing is simplified by eliminating the need to locate a cross wire for attachment.

Product benefits include:

- Weight of roll unchanged at 1.0 lbs/yd²
- Meets ASTM standard, manufactured from 17 ga. galvanized wire
- Easy to handle, rolls out flat and stays flat
- Every cross wire is furred, providing superior embedment
- 28 furrs in every square foot
- Engineered to promote a uniform plaster thickness
- NEW—parallel wires are evenly spaced, providing a guide for lath attachment ●



BALANCING A NEW CAREER WITH AN OLD PASSION.

Grace Dill blends life as account representative and MDA counselor.

The Muscular Dystrophy Association (MDA) has a friend in Grace Dill. Grace, a ClarkDietrich account representative for the Baltimore region, has volunteered as an MDA camp counselor for eight years. Thanks to ClarkDietrich's commitment to employees living a balanced life, this year—her first with the company—was no different.

In May 2016, Grace graduated from the University of Dayton with a bachelor's degree in chemical engineering—and was thrilled to land her first job right out of the gate. Her only caveat: she would need to take a full week off almost as soon as she started.

While Grace knew it was a big ask to request five vacation days at the onset of her new job, it was a risk she had to take. The MDA has been a part of her family's legacy for as long as she can remember. Her mom volunteered at MDA Summer Camp beginning at age 15 and went on to work for the organization for over 12 years. Then Grace's older sister began volunteering as a teenager, and ultimately Grace followed suit.

"MDA is a big family-thing for me and is something I hold up highly. It's part of my balanced life. I needed to go," she said.

Fortunately, her boss agreed wholeheartedly and was happy to let her take a week to volunteer. In fact, living a balanced life is integral to the culture at ClarkDietrich. The company understands that people work to live, not live to work, and as such does what it can to enable

employees to balance their lives around work, family and community. So, Grace worked for two weeks, then took off for her annual trek to camp.

Grace explained that the goal of the MDA Summer Camp is to give kids who have muscular dystrophy and related muscle-debilitating diseases the best week of their year. The camp gives them the opportunity to enjoy regular summer activities, like football, basketball, fishing, canoeing, swimming, horseback riding and more. They build lifelong friendships, self-confidence and independence.

Grace said the camp is a wonderful experience for everyone involved, including counselors who are each assigned one camper to look after. "You are their buddy for a week. Often you have to be their arms and legs. You help them get in and out of bed, get dressed, brush their teeth, help them with the bathroom, get them showered after swimming, help them in and out of the pool. You are their hands 24/7 for the week," she explained.

Despite their diagnoses, Grace said the campers really are just like every other kid she has ever met. The only difference is they have wheels for legs. There's no doubt these campers have given her a new perspective on life.

"The biggest thing I've learned from MDA Summer Camp is that as much as I'm there to help my campers, they are there to help me. I'm there to be their arms and legs. They in turn show me that life is not as serious as many people take it. Life can be fun and exciting," she said.



Though Grace's work as an MDA Summer Camp counselor occurs once a year, her commitment to MDA extends throughout her life. She is always on-board to participate in her community's annual Muscle Walk, and of course stays in touch with her campers.

"I know that every day I wake up, my camper is part of my life—even though he is not with me every day," she said.

MDA is leading the fight to free individuals—and the families who love them—from the harm of muscular dystrophy, ALS and related muscle-debilitating diseases that take away physical strength, independence and life. Learn more at www.mda.org.

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- Our course credits are interchangeable for PDH credit (Professional Development Hour)
- More than 4,800 credits issued to AEC professionals in 2016 from face-to-face courses
- More than 3,400 credits issued through online courses in 2016
- ClarkDietrich's 25 national sales professionals average more than 380 presentations a year
- Since 2011, ClarkDietrich has issued more than 18,000 credits for face-to-face courses and nearly 21,000 credits for online courses
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- Most popular topics for Online CEUs:
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"Super informative and a lot packed into an hour. I wish it could've been longer."

—C.M., AIA associate, regarding participation in ClarkDietrich continuing education course.

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