

### Going Beyond the Block

As a Quad-Lock dealer, you can set yourself and your company apart (and above) the competition by talking to your clients about a “total project solution” that capitalizes on the outstanding energy performance of Quad-Lock products, ALONG WITH other components they’ll be purchasing to complete the structure. Perhaps you can even sell those accessories yourself and put a little extra cash in your pocket for your efforts.

So, what does that mean? If as part of your sales conversations, you tell a client they can qualify for LEED points, or maybe that they can save up to 70% of the structure’s energy costs by using Quad-Lock products, you’re only telling part of the story. Quad-Lock products can be a key component in an efficient and sustainable building design, along with properly installed high efficiency doors and windows and an energy efficient roof system. The result can be the lush LEED point scores and scant energy bills that you eagerly suggest in your sales presentation.

So, rather than sell a single product to a client who is likely to need a myriad of additional items, consider learning a bit about some of those other products and systems that coordinate with and enhance Quad-Lock’s building systems. You’ll be surprised to find that Quad-Lock really does “sell itself” when presented as part of a total, top-to-bottom building package.

Here are some ideas on a few basic components:

**Foundations** are ripe with opportunities to expand sales volume if you present yourself as a well-rounded expert to whom your clients will turn for answers. Take the time to get yourself up-to-date on a few key products such as fabric forming materials, void forming materials, radon mitigation or code-required damp proofing materials.

Fabric footer forming material is used to encapsulate the concrete footer and help control water flow from the site into the concrete walls. Using fabric footer forms saves expensive wood for door and window bucks or wall top plates. By reducing the volume of lumber necessary on a project, your client can probably eliminate a storage trailer and nearly all the time and labor to cut, construct, strip, clean and transport the footing forms.



### Going Beyond the Block - *cont'd...*



Fabric forms are also available for columns and pad footings in many sizes. Using a product called Quick-FormZ to hold the horizontal rebar and provide vertical bar placement without lots of wood rails and other attachments to hold the “L” bars in place is another solution you can offer your client. Who wouldn't want to know about products that cut costs and save time and trees?

In locations that require void forming due to swelling soils that generate excessive uplift forces on the foundation, you've got a built-in sale (literally) with your Quad-Lock order. In the late 1990s, Quad-Lock's testing found that void material can be located within the Quad-Lock ICF form just as with old-fashioned steel forms. Competitors can only dream about incorporating a void within their block as Quad-Lock is the only available ICF that restrains the void form material and keeps it from collapsing during concrete placement. This is due in part, to the location of the plastic tie within the assembled block unit. See the pictures below showing a Half Tie that sets the Quad-Lock panels flat on the sub-grade prior to forming the wall.



While our ICF competitors may tactfully side-step jobs with swelling soils or pier and piling foundations, you as a “total project solution” professional, can be ready to meet the client's needs!

Another challenging scenario for custom construction projects may be a rocky building site that, for one reason or another, the client wishes to leave intact. Quad-Lock is an ideal solution for these creative-thinkers as it can be completely customized and molded to conform to the rock surface. Obviously, close communication with the design engineer and the soil/rock testing lab is critical but a few humps and bumps in a building site shouldn't deter a Quad-Lock sale!

### Going Beyond the Block - *cont'd...*

See the picture below of one successful custom home with a breathtaking view from the canyon's edge – directly beneath the Quad-Lock wall.



When your client is proposing construction of sidewalls directly over a concrete slab that acts as the foundation, a consideration should be the “thermal bridge” created by direct contact of the slab with the unconditioned air outside the structure. Using Quad-Lock panels to wrap the edge of the slab and provide an insulating barrier to the heat or cold outside solves a thermal transfer problem for your client that they may not have considered. Having an answer ready before the question is asked makes YOU the hero!

Another creative use for the versatile Quad-Lock system is to construct footings and foundation stem walls simultaneously, thereby eliminating a cold joint or construction keyway and speeding construction of crawl space foundations. In one pour the work is done and the foundation contractor moves to the next site. Or, the slab-on-grade is poured several days sooner = shorter project timeline = money saved = YOU are the hero once again!

As a Quad-Lock dealer, your opportunities to go “Beyond the Block” are limited only by your imagination!

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