



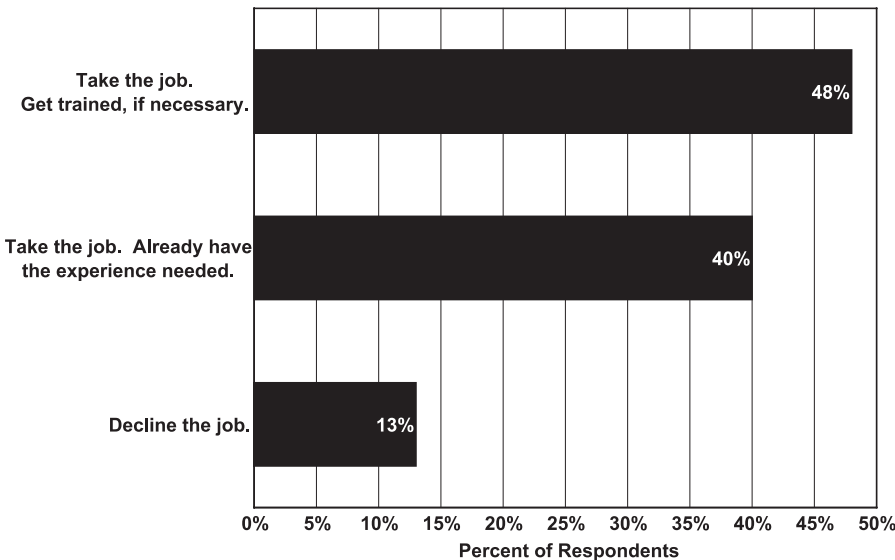
# CONCRETE HOMES

August 2001

## 2001 World of Concrete survey shows industry knowledge

### Many concrete contractors have the experience to build with ICFs

**If Someone Asked You to Build a Home with ICF Above- & Below-Grade Walls, What Would You Do?**



*This graph represents the willingness of concrete contractors to build with ICF wall systems. Of the contractors surveyed, 88% stated that they would build a concrete home, while 40% claimed they already had the necessary experience.*

Close to 1,000 residential contractors were surveyed at the 2001 World of Concrete (WOC) in Las Vegas, Nevada. The purpose of the survey was to assess residential contractor awareness, use, and perceptions of insulating concrete form (ICF) homebuilding, as well as to learn more about their training needs.

Respondents completed an eight-question survey in the lobby of the show. Only builders in the United States and Canada were counted as valid participants.

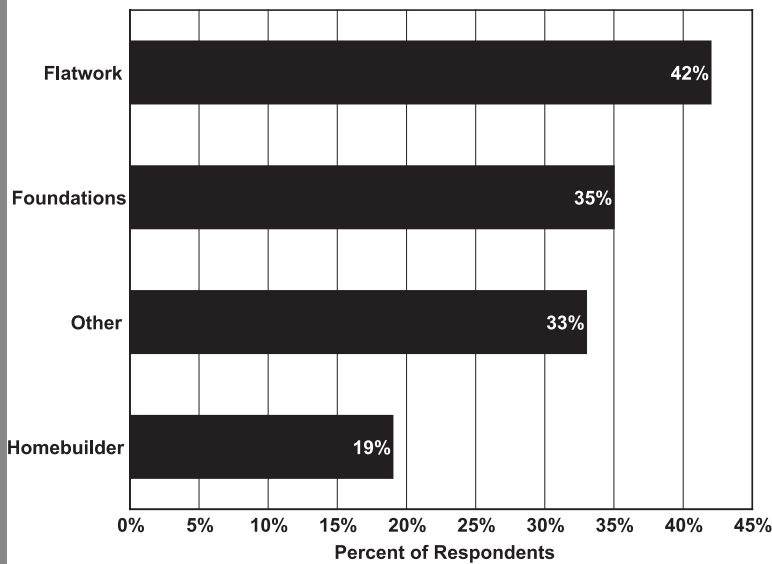
Almost half of the respondents were flatwork contractors (42%). Approximately 30% were foundation contractors (35%), or other contractors (33%) including general contractors, pre-casters, architects, and ready-mix producers. Homebuilders made up 19% of the total.

On average, contractors had worked on 128 homes in the past year. Half of the contractors worked on fewer than 25 homes, with 27% working on fewer than 10 homes, and 29% working on between 11 and 25 homes. The group showed that 14% worked on between 26 and 50 homes, 14% worked on between 51 and 100 homes, and 17% worked on more than 100 homes.

The majority of residential contractors were aware of the five concrete wall systems. Aerated Autoclaved Concrete (AAC), 76%, and



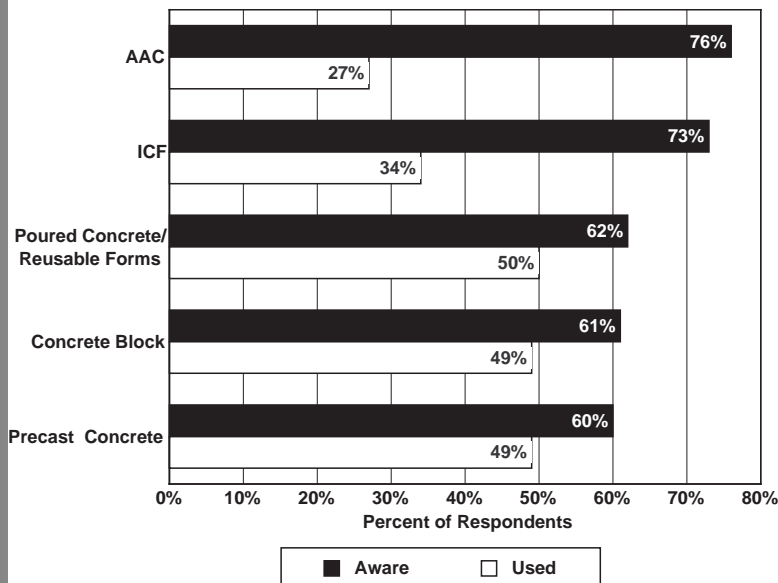
### Type of Residential Contractor



*(Top) Almost half of the respondents were flatwork contractors with over one third of the group being foundation contractors or other types of contractors including general, precast, architects, and ready-mix producers.*

*(Bottom) The majority of residential contractors were aware of the five concrete wall systems, with many stating they had previous experience with the systems.*

### Awareness and Use



*(continued from page 1)*

ICFs, 73%, had the highest awareness, but the lowest use. Only 27% of the contractors had used AAC and 34% had used ICFs. Roughly 61% of the contractors were aware of concrete block, 62% of poured concrete/removable forms, and 60%, precast concrete; approximately 50% had used each of these systems.

In addition to learning about awareness of ICFs, it was also important to determine use. Respondents were asked to indicate the percent of above- and below-grade walls they had used in the past year with each type of form. For above-grade walls, the majority (51%) of projects used wood forms with 30% using removable metal forms. ICFs were reported for above-grade applications 11% of the time, with other forms including concrete block and specific brand names used 8%. For below-grade walls, 59% of the projects used wood and 29% used metal forms. ICFs were cited 2% of the time for below-grade applications, while other materials were used 10% of the time.

Residential contractors were asked what they would do if a homebuyer or homebuilder asked them to build a home using ICFs for the above- and below-grade walls. Almost half of the respondents (48%) reported they would take the job and get trained if necessary, 40% said they would take the job and already had the necessary experience, and 13% stated they would decline the job.

This study shows that concrete contractors are willing to meet the construction needs of the growing consumer demand for concrete homes.

## Lafarge & Habitat for Humanity partnership

Representatives from Lafarge Corporation were on hand in Dayton, Ohio, recently to pour the foundation of a new Habitat for Humanity house sponsored by Christ United Methodist Church. Mike Balchunas, President of Lafarge Cementitious Group, and Dan Ernst of Ernst Concrete donned their work clothes to assist future homeowner Frances Lovell in pouring the footing for her new home.

The Dayton Habitat for Humanity Chapter is celebrating its 18th year working to alleviate substandard housing in Montgomery County. In addition, Lafarge partnered with Ernst Concrete. Ernst is a ready-mix concrete supplier headquartered in Dayton. Their service areas include: Greater Dayton, Cincinnati, and Lima, Ohio, Eastern Indiana, and Atlanta, Georgia.

Lafarge Corporation recently announced that it had entered into a North American partnership to provide building materials for Habitat for Humanity projects. Lafarge operations have supported Habitat projects for years in their mission to provide decent, affordable housing. The partnership formalizes the donations into a multi-year commitment. Lafarge's contributions make them the largest building materials supplier to Habitat for Humanity.

"Partnering with Habitat for Humanity gives us an additional opportunity to show our commitment to the communities where we operate and, at the same time, demonstrate how our products can help to build a better world," said Philippe Rollier, President and CEO of Lafarge Corporation.

Celebrating its 25th anniversary year, Habitat for Humanity International is an ecumenical Christian ministry dedicated to eliminating poverty housing. Founded by Millard Fuller, along with his wife, Linda, Habitat for Humanity International and its affiliates in more than 2,000 communities in 76 nations have built and sold more than 100,000 homes to partner families with no-profit, zero-interest mortgages.

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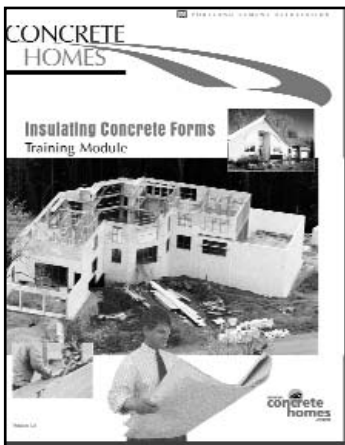
*(Top) The dedication photo highlights the commitment Lafarge Corporation has made to Habitat for Humanity. (L-R) Carl Evers, President of Systech Corporation; Frank Gorman, Executive Director of Dayton Habitat for Humanity; Frances Lovell, Homeowner; Mike Balchunas, President of Lafarge US Cementitious Region; and Dan Ernst, Ernst Concrete.*

*(Bottom) An eager crew of volunteers prepares for the arrival of concrete to be placed in the footings.*



# CONCRETE HOMES

## Tools of our trade



The *Insulating Concrete Forms Training Module* will introduce builders, contractors, design professionals, and customers to the concepts and benefits of ICF construction. This training module provides an ideal foundation on which to build a sales presentation or installer training program.

The module includes a 3-hour scripted MS PowerPoint presentation on CD (Win/Mac) and instructional video. Mention this ad and get a 20% discount off the regular price of \$45.

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## Promotion Plus Forums offered by NRMCA

The Promotion Plus Forums are organized by the National Ready Mixed Concrete Association in partnership with the American Concrete Pavement Association, Portland Cement Association, and the American Society of Concrete Contractors. Promotion Plus Forums are offered to provide promotion training in the concrete industry. Contractors, suppliers, and industry professionals are encouraged to attend these educational programs.

The Fall 2001 dates are as follows:

Pacific Southwest	September 27–28 2001	Reno, Nevada
South Central	October 3–4 2001	Oklahoma City, Oklahoma
Eastern (South)	October 11–12 2001	Harrisburg, Pennsylvania
Pacific Northwest	October 14–16 2001	Seattle, Washington
Rocky Mountain	October 24–25 2001	Salt Lake City, Utah
Southeastern	October 24–25 2001	Atlanta, Georgia
Great Lakes	November 6–7 2001	Detroit, Michigan
North Central	November 7–8 2001	Des Moines, Iowa
Eastern (North)	November 14–15 2001	Albany, New York

Contact Ms. Celeste Fernandez of NRMCA for additional information, 301.587.1400, ext. 111, or [cfernandez@nrmca.org](mailto:cfernandez@nrmca.org).

*Concrete Homes* is a monthly newsletter published by the Residential department of the Portland Cement Association to communicate ideas for promoting the use of concrete in homebuilding. We are:

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