



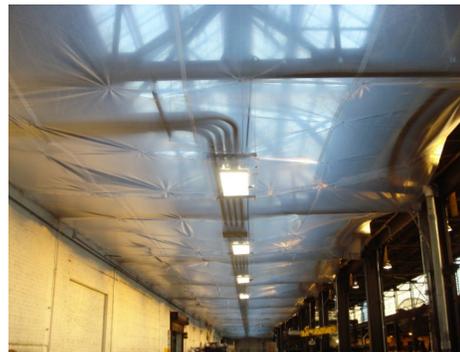
BUILDING KNOWLEDGE

One Last Question: What About Interior Protection?

As a professional working in the commercial re-roofing business have you ever asked the question, “Are we going to recommend Interior Protection for this project?” This is not your grandfather’s type of drape and cover with canvas tarps or 3 mil poly from the hardware store. An Interior Dust & Debris Protection System allows people to work and manufacturing to continue below AND the re-roofing project to take place – all at the same time.

Over the past few years there have been several companies who specialize in this niche market advertise their services in commercial roofing trade magazines. Most any Roofing Consultant is familiar with the effects of falling dust and debris caused from a re-roofing job, although the roofing contractors, the roofing estimators, and the roofing sales teams may not be aware of the benefits of an interior dust and debris containment system. Partnering with a reputable and qualified Interior Protection company just may be that added value needed to get you in the door at your local food plant or manufacturing facility where you have been trying to land their business.

Your clients look to you as their roofing expert, a trusted advisor. If you are not asking this one additional question and your competition is... then is it any wonder why you were not awarded the project?



Suspended ceiling system in manufacturing warehouse; roof was being replaced and the facility wanted to protect the machines and employees.

It’s very simple and here’s the basic info you need to know: Find out what activities are going on inside. Are there workers at a food or manufacturing plant, shoppers at a retail store, employees and computers in an office, or students at a school? Any dust and debris which may fall and cause injury or con-

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Mark Nemelka is the VP of Sales and Estimating for CLEANWRAP Interior Protection headquartered in Salt Lake City, UT. He has always worked in the construction business – Mark owned and operated a custom cabinet shop, was a licensed General Contractor completing 44 custom homes, and worked as a licensed real estate agent typically representing buyers wanting to have a custom home built for themselves. He has worked for the past four years in the Interior Protection business serving clients all across the USA, including Canada & Puerto Rico.



Dust and debris that is typically caught in a suspended ceiling system.

tamination is concerning. Simply by offering this option to your clients will do two things. First, it will show that you are a reliable source and a knowledgeable professional in your trade. Second, and just as important, you have covered your bases. If you offer Interior Protection and they turn it down you can rest assured that when dust and debris starts falling inside you can then say, “Well I informed you that this would happen and you were not interested.”

Have you asked if your clients can afford to shut down or close during this re-roofing project you are bidding? What about a product recall, a bashing in the press of their product name and brand ID which they have built over the years – all caused by re-roofing contamination? In addition, read the fine print on your contract, if you cause a shutdown of production lines due to debris from your re-roofing project it just may cost you and your insurance company an exorbitant amount of money! All this can be avoided by training your sales team to ask one more question.

Here’s an idea, try this next time you are speaking to your attorney, your insurance agent, or your accountant.... Educate them about what Interior Dust & Debris Protection is – talk about the issues and risks of falling Dust & Debris, then ask for their professional opinion. Ask if it’s a good idea to include this option, to attach a separate bid proposal, or include an allowance for Interior Protection. Ask if they think it is a good idea to partner with an experienced and reputable Interior Protection company and start asking more questions such as, “Are we going to recommend Interior Protection for this customer?” “What added risks are we taking and what could it cost us if we do not?”



Interior protection at a food processing plant. The system prevented contamination during a re-roofing project.

If you start educating your clients about the benefits of a Interior Dust &

Debris Protection System you will be awarded more of those big projects and you may not even be the low bidder.



Protective netting that was installed at a recreation facility. There are various custom applications of interior protection.

CLEANWRAP Interior Protection specializes in the installation of Interior Dust & Debris Protection Systems. Our services include Suspended Ceilings, Construction Wall Barriers, High Structure Cleaning and various other types of custom applications. Using reinforced engineered poly film and our proven installation methods, CLEANWRAP Interior Protection installations prevent re-roofing and remodeling dust and debris from cross contaminating clean-room type environments within commercial facilities, retail stores, class A office space, and just about any type of environment you want kept clean. More information can be found by visiting <http://www.cleanwrap.net>.

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