

This month's product promotions, company news and more.



*A GMS COMPANY*

Welcome to the November edition of **"In The Know With Capitol Materials Coastal."** We're glad to connect with you again!

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# HAPPY THANKSGIVING

**November 16, 2017 10:30 AM-2 PM**

You are cordially invited to Capitol Materials Coastal's

## Inaugural Thanksgiving Luncheon

This year we are collecting gifts for Toys For Tots.  
Please bring an unwrapped toy (or cash donation).



For more information or to RSVP contact:  
Matt Campbell mattc@capmat.net 912-438-2388



Please join Capitol Materials Coastal for our first-ever Thanksgiving Luncheon on Thursday, November 16, at our [Savannah yard](#)! Share food and camaraderie with us as we celebrate the beginning of the holiday season. We will be collecting gifts for Toys for Tots to kick the holiday spirit into gear.

For more information or to RSVP, [contact Matt Campbell](#). We hope to see you on November 16!

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### November Promo

# CMC MONTHLY NOVEMBER DEAL OF THE MONTH!

## RENEGADE™



### Renegade 1250 6' Scaffold

### \$269/EA



CMC's monthly specials allow you to save on a different product every month. For November, we have **Renegade's 1250 6' Scaffolds for only \$269 each!**

This Renegade scaffold has a 1,250 pound weight capacity and is manufactured of 2 mm steel with a 5/8" poplar plywood deck. Other features include:

- Cross-brace clamps to secure the deck board
- Deck board reinforced by steel straps
- Full welds on all load bearing joints
- Universal stack pin adapters (included) allow stacking with any brand of scaffold

The scaffold has heavy-duty 6" casters and includes additional safety pins. If you need to update or add to your scaffolding, be sure to buy now at this great low price!

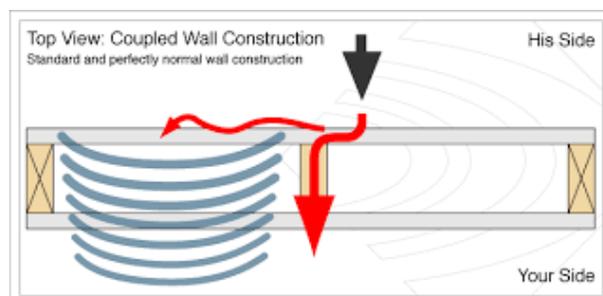
Hurry, because this offer is only good through the month of November!

[Visit one of our yards.](#)

## The Science Behind Soundproofing Solutions

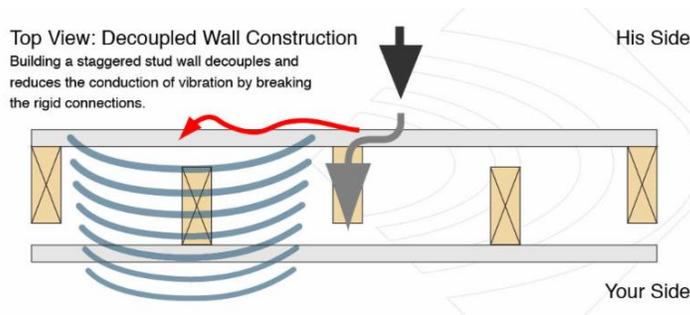
Noise transmission can be an issue for users in many types of buildings, but methods and materials used in the construction process can greatly reduce sound transmission in the finished structure.

Sound isolation is a science dependent on the way sound travels: as a wave. Sound waves move unimpeded through



the air in interior spaces, and when they reach wall, floor, or ceiling surfaces, they are partially reflected by the surface and partially absorbed.

Absorbed sound waves set up vibrations in solid, rigid materials that are then conducted through the wall, ceiling, or floor surface, into the framing or structural members and air in the cavity, and then through the wall, ceiling, or floor surface on the opposite side and into the adjoining space.

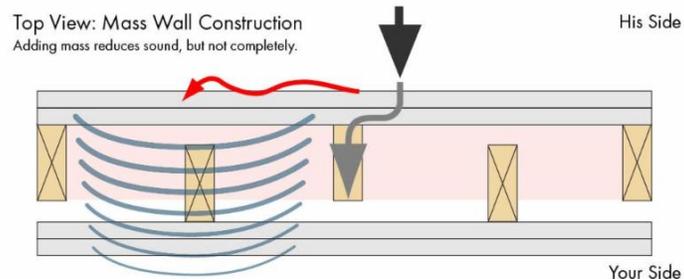


The primary ways to control sound transmission are through increasing mass to resist vibration, "de-coupling" or isolating one side of a wall, floor, or ceiling to break conduction of vibrations, and sound absorption with the use of soft or flexible materials.

Because sound wave vibrations conduct through connected structural elements, simply adding insulation to walls, floors, and ceilings won't significantly dampen sound transmission. The solutions to sound conduction include:

- staggering studs so there's no direct "bridge" for sound wave vibrations to follow.
- double stud wall framing leaving an air space between the rows of studs.
- increasing mass with an additional layer of drywall on one or both sides of the wall.
- use of soundproofing board or soundproofing membrane behind the drywall or an acoustical dampening adhesive between layers of drywall.
- use of resilient sound clips and hat channel to isolate one surface from the structure to reduce conduction of sound vibrations.

Where sound transmission is a concern, use of one or more of the above strategies - combined with insulation - can dramatically reduce the level of sound transfer to adjacent spaces. The methods and materials you use will generally depend on the level of sound control needed by the building's final users and, as always, material and labor costs.



**This month, we're highlighting two products that will significantly dampen sound transmission while reducing the cost, installation time, and amount of material needed to provide effective sound damping. Used together, Pliteq's GenieClip RST and National Gypsum's SoundBreak XP can achieve an STC sound transmission-reduction rating comparable to double stud framing with double layers of drywall and sound dampening membrane, board, or adhesive - and in a smaller footprint.**

## Product Spotlight: GenieClip RST



The GenieClip RST is a molded rubber and galvanized steel connector used for isolating sound vibrations and preventing noise transfer through wall or floor/ceiling assemblies.

The GenieClip offers an STC rating superior to double layers of drywall, and at some frequencies, it outperforms double stud walls as well. In addition, it has the following advantages:

- Attaches with one screw to metal or wood studs or joists
- Quickly and easily secures steel furring channel
- Cannot be crushed, unlike resilient channel
- Outperforms resilient channel both in STC rating and in reducing transmission of lower-

Foolproof engineering guarantees that wall or ceiling assemblies constructed with GenieClips will maintain a 1-5/8" separation between drywall and structure - crucial for reducing conductive sound transmission. GenieClips deliver sound control at a fraction of the cost of redundant framing or multiple layers of drywall, thanks to substantial savings on both materials and labor.

Capitol Materials Coastal carries the GenieClip RST along with a [full selection of steel framing and accessories](#). Consult one of our product specialists about the advantages of GenieClips and other products for soundproofing.

[Read more about GenieClip, review test results, and see floor and wall assembly schematics.](#)

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## Product Spotlight: National Gypsum SoundBreak XP

National Gypsum's SoundBreak XP 5/8" gypsum board includes a viscoelastic polymer layer sandwiched between layers of high-density gypsum board. The polymer layer performs the same function as resilient membrane or acoustical damping adhesive in reducing the transmission of sound vibrations.

The inclusion of the sound damping layer allows SoundBreak XP to deliver STC ratings comparable to double layers of drywall, with less material and in a smaller footprint. It also eliminates the need for use of acoustical damping adhesive. In addition, SoundBreak XP offers the following advantages:

- Installs like traditional gypsum board
- Features moisture and mold resistant face and core
- Vertical board joints do not require acoustic sealant
- UL classified and approved for use in some types of fire assemblies
- Finishes like traditional gypsum board

SoundBreak XP is available at your nearest Capitol Materials Coastal yard, along with the complete line of National Gypsum products. If you have questions about the best type of drywall for a specific application or need, [consult National Gypsum's Design Center](#).

For more information about STC and fire ratings of wall and ceiling assemblies incorporating SoundBreak XP, check out the [SoundBreak XP Gypsum Board Acoustical Selector Guide](#).



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## Product Spotlight: 20-Minute Soffits with Armstrong's QuikStix



We often hear about construction products or methods that claim to reduce installation time by a significant factor, only to find that on the job site, they don't perform as promised.

This is not the case with Armstrong's QuikStix Drywall Soffit System. Armstrong claims that a 16' run of soffit can be framed in 20 minutes using QuikStix, and they've produced a timed video to back up the claim.

The 20-minute QuikStix installation does rely on pre-cutting and bending the framing components on or off site prior to installation, but considering

that the traditional method for soffit framing requires up to three hours to install a 16' run, the QuikStix method represents a substantial savings in installation time.

In addition, the use of QuikStix reduces the weight of framing by 40%, and uses less than 25% of the steel used in traditional soffit framing. Armstrong QuikStix also includes these features:

- Knockouts at 6" and 8" centers reduce cutting time
- Alignment holes make screw installation simple
- Forms perfect 30°, 45°, 60°, 75° and 90° angles
- Flattened bulb is offset to allow true angles without interference
- Bending crimp to prevent misalignment

For a hands-on look at Armstrong's QuikStix Drywall Soffit System, stop by your nearest Capitol Materials Coastal location. We carry the full line of Armstrong products.

[Watch Armstrong's 20-Minute Soffits video demo.](#)

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## Regional News: Savannah River Landing Moves One Step Closer to Reality

The Savannah River Landing project moved one step closer to reality last month with the sale of the 57-acre site for \$30,125,000.

The site plan is being developed by Savannah River Landing Land JV, LLC, a joint venture of Regent Partners and Mariner Group. The plan calls for a mix of retail and office space along with hotels and residences.



The development is expected to cost over \$500 million and take eight years for completion, with construction set to begin next spring.

Plans for the site were first announced in 2007 by Ambling Companies of Valdosta. Ambling invested about \$60 million in road and utility infrastructure before the 2008 recession brought construction to a standstill. In 2010, Canada-based PSP Investments, the original underwriter of the project, accepted an equity stake in the deal and took ownership rather than foreclose on the development.

The first phase of construction will include a 600- to 700-space municipal parking deck, 20,000 square feet of retail space, a 160-room boutique hotel, and 300 units of multi-family housing with a dedicated parking structure. Public parks, squares and much of the planned green space are also slated to be built in the first phase. Construction of the single-family residential component of the project on the eastern end of the parcel is set to begin this winter.

In May, the city of Savannah approved a development agreement that includes up to \$54 million for two parking garages, public parks, streetscape improvements and an extended Savannah Riverwalk. The improvements are to be financed through parking revenue, bonds, property tax revenue, and special purpose local option sales tax revenue.

[Read the full story.](#)

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## Construction Outlook for 2018

Alex Carrick, Chief Economist for ConstructConnect, recently shared his thoughts about what the coming year has in store for the industry.

The biggest variable, according to Carrick, is uncertainty about government policy. "As things stand right now, it's very hard to base investment decisions on really firm foundations because you don't know what's going to happen," he says. "For example, if you're in the healthcare sector, are there going to be changes to the Affordable Care Act or is that behind us? Can we make assumptions on funding based on the Affordable Care Act? So, industries are dealing with uncertainties which makes investment decisions very challenging."

Aside from uncertainty acting as a drag on investment, Carrick notes the rapid pace in development of new technologies as an area where the construction industry really needs to "get

up to speed" and expects infrastructure and engineering to continue to be dominant drivers in the construction sector, though here again, uncertainty regarding government policy is holding back growth.

"Construction is such a big part to the overall picture," says Carrick. "This sector represents confidence in the future. It's all about investing in the future and the construction industry's performance shows what firms are willing to spend on that future." Which means that keeping an eye on trends in the industry may give us a signal as to what we should expect from the economy as a whole in the years to come.

[Read the full article.](#)

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For more information about Capitol Materials Coastal, including our product offerings and services, [visit our website.](#)

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With eight yard locations across Georgia, South Carolina and Florida.