

## PRODUCTS

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ProSales

### Productivity-Enhancing Products

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By [David Myron](#)



It's no secret that home builders and remodelers have to cut costs and maximize efficiencies. Savvy pros know this well and have been streamlining operations for quite some time. They've trained their associates to be as efficient as possible. They've also streamlined processes to cut costs and maximize productivity. For the most part, the training and processes already in place tend to notice only incremental changes over the years. The one area left that can have a significant impact on efficiency and productivity, however, is products.

This is one of the reasons we assemble our New Products Issue every year. To that end, several products featured in this year's edition not only add more value to homes; they also promise to make builders and remodelers more efficient and productive.

ProVia's Willowbrook Super Polymer Siding prevents nails from being nailed in too tightly and panels from dropping out of place during installation. CertainTeed's SilentFX QuickCut noise-reducing [drywall](#) can be quickly scored and snapped to help reduce labor costs. We also feature two time-saving staplers: The Senco NS20XP and

NS20BXP staplers are designed to eliminate skipping, misfires, and jams, while National Nail's Stinger CS150B Cap Stapler can shoot 200 caps and 200 staples before needing reloading. All of these innovations deserve recognition.

But there's one new development that's so innovative it has the potential to completely change the way professionals work. Whether or not you're selling Owens Corning Insulating Systems' PINK Fiberglas Insulation, an announcement by the company last year deserves some attention. The firm entered into a joint marketing agreement to promote its product with Aeroseal's AeroBarrier envelope-sealing system. The system is designed to improve the performance of the PINK Fiberglas Insulation by sealing holes, via aerosol spray, in the building envelope that aren't visible to the naked eye. Once sprayed, the sealant particles travel to openings up to 1/2 inch wide and as small as a human hair, according to the company. The sealing system, which won Most Innovative Building Product and Best in Show awards at last year's International Builders' Show, uses "approximately five gallons of low-VOC, nontoxic waterborne acrylic mist, compared to a manual process of applying different caulks, tapes, membranes, gaskets, and/or applying up to 100 gallons or more of regulated chemicals in the form of spray foam," says Amit Gupta, Aeroseal's CEO. According to the maker, the system can seal a room in a single phase of construction within two to three hours. How's that for improving efficiency and productivity?

For more top [products](#), read "The Year's Best LBM Innovations," which showcases the latest developments in building-envelope, sheathing and housewrap, and smart-home solutions.