

Globe Tracking

with Novawall®

OPPORTUNITY

STAY PRESENT. If you are asked for a number for a project, provide a number, especially if Novawall is specified. Even if you feel your number is being "shopped" around (and it probably is) a GC will stop sending *Invitations to Bid* if they cannot stir a response or the courtesy of a proposal. As they say with the lottery, **"You can't win, if you don't play."**

A GC may be looking to package your number with another sub or to confirm Novawall meets the minimum specification criteria. You may not know what misstep your competition had on the last project that may have the GC calling you now.

CONFIRM you are providing a number to all qualified GC's bidding any project. If 5 GC's are bidding a project and you only provide 3 a number you have reduced your potential to win the project by 40% before anyone looks at a number. Chances are you may have provided a number to a GC that may withdraw from the bid, further reducing your opportunity to win a project.

IN LIEU OF SPECIFIED PRODUCT. Many specifications originate in territories where competitive product is may be more familiar. Be sure to get Novawall in front of the approval process as an equal. The effort you put on any project may convert a new client.

NEOCON

NEOCON is here again. Come see us at the Novawall Showroom 1067A on the 10th Floor, June 11th-13th. Let your Architects, Designers and Fabric Reps know to come check in with Pamela and Bill and see the new showroom.

RECYCLE IT

"Track it back to Something New"



Montereau

Tulsa, Oklahoma
D2 Architecture - Dallas

Tulsa Window Treatments

TWO INCHES OF OPPORTUNITY

Montereau in Tulsa, Oklahoma is billed as a "resort-style retirement community". It is a fully realized, master planned Senior community with single and multi-family residential buildings, restaurants and spa facilities. In Phase Two, the Chapel project had 2" acoustic panels specified. **Richard Pate** with **Tulsa Window Treatments** might not have given the project a second look. As Richard would typically say, *"he could not be as price competitive when compared to several local companies on 2" thick panel bids."* So when he was actually awarded the Montereau Chapel project, he was pleasantly surprised.

Richard's experience in Tulsa is not uncommon. Based on averages, a majority of the 2" acoustical panel business has migrated to the "prefabricated factory made" panel market, with price being a "number one" consideration. But there were other factors at play that created the opportunity for Richard to win this project using Novawall.

NUMBER 1 DELIVERY. On this project, the scope for the panels were added late in the project schedule. Delivery is the best advantage Novawall may have in meeting a critical installation deadline. This past year many more prefab panel projects have become Novawall projects when schedule and delivery were an issue. A huge benefit is no waiting for finished dimensions and a production lead time with Novawall.

NUMBER 2 DETAIL. The details on this project were for Bevel Edges. If a site fabricated panel competitor has a 2" track profile, it is most likely just a square edge butt-joint. The addition of a reveal, radius or bevel edge detail will usually level the playing field in pricing considerations, requiring your competition to furr out their 1" profiles.

NUMBER 3 FABRIC. If the fabric specified will be rejected by the prefab manufacturer in favor of their standard fabric offerings, you may be able to salvage the project by using Novawall. Most prefab panels have limits on fabrics and typically reject any fabric with a pattern. Re-selection of a new fabric at the 11th hour is always a nightmare for a design team in front of their client. Fabrics are selected to match many other finishes and will have long been approved by the client. Saving the project will probably earn the respect of the design team and an ally with the Fabric Rep.

Specifications for Novawall and acoustical panels have become "blended" over the years, incorporating both aspects of prefab and site-fabricated panel criteria. Digging a little deeper into the project specifications and details may reveal a number of good reasons to provide a Novawall bid.

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