



The high production facility in Atlanta, GA uses custom made seven-tier presses and each press has the capacity to produce 24 polyurethane panels per hour.

Darrell Simpson commits to online marketing: SIP Supply Spreads the Gospel of Panelized Building

By Robert Mendel, *AB Alumnus*

EASTMAN, GA—Darrell Simpson's SIP Supply, LLC represents a total commitment to SIP building that includes providing a formidable SIP panel and educating the world at large about the advantages of SIP construction. But equally striking is his use of the Internet to market his operations.

Headquartered in Eastman, GA, the SIP Supply corporate offices house six employees including Darrell's wife Meredith, who heads up marketing for the business.

In a reversal of typical procedure the SIP Supply Web site was launched in 2003, followed by the SIP Supply, LLC operation itself in 2006, which in turn acquired Insulated Component Systems (ICS). At present there are three ICS licensees in operation in Florida, Colorado and North Carolina with more manufacturing plants scheduled in Louisiana and Mississippi, plus negotiations on-going in Canada and overseas.

Simpson's SIP is called the Greenix™ Panel and marketed as 'greener, cleaner, safer, stronger.' SIP Supply outsources the manufacturing of the Greenix panels to plants in Covington, GA and San Dimas, CA, which are operated by a \$7 billion company using technology combined with Simpson's.

A quick review of the Greenix Panel reveals a range of benefits, including:

Each Greenix Panel is pre-framed in the factory to specifications, so no additional splines are needed prior to connections.

Per specifications, Greenix Panels are constructed with conduit and electrical boxes inside the panel frame prior to being foamed-in at the factory for complete adhesion to all components, offering structural strength and elimination of air pockets by injection of a combination of Dow and Honeywell products creating a 245-FA-type foam.

Greenix Panels offer longer roof spans, providing material savings on additional support beams. The panel eliminates the need for exterior OSB or plywood, insulation, exterior wall electrical boxes/conduit or larger HVAC units.

Greenix Panels are designed with either a tongue-and-groove connection or an optional cam-lock connection. Panel manufacture is done with MSR Lumber.

Customers can choose a surface option that can deliver a one, two or four-hour firewall and magnesium board that serves as the drywall application. The Greenix polyurethane foam core receives a Class 1 Fire Rating.

The Greenix SIP is a Green Building Programs Qualifier for LEEDs, Energy Star® and other green building initiatives.

Darrell Simpson had been in the construction industry 28 years when he first encountered SIP building technology.

"I'd never heard of a SIP," Simpson says. "I looked around and there were no (educational) courses on SIPs so I decided we were going to build one."