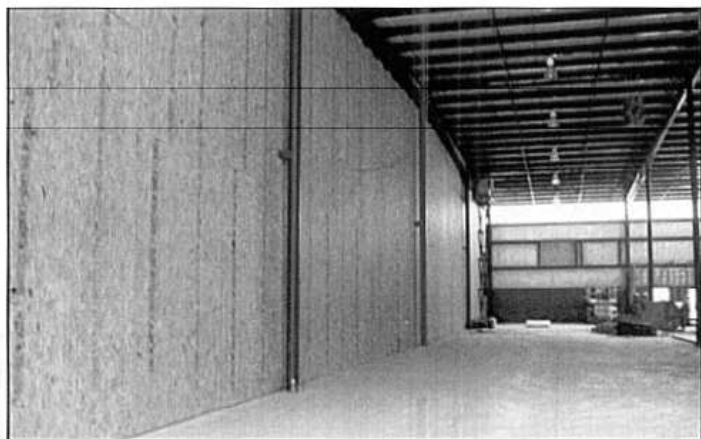




A commercial project for wall and roof panels on a truck leaving the plant for the job site. This order is serving a southeast location.



An interior curtain wall at a location near Charlotte, NC. This wall can be dismantled and rebuilt as needed.

Appropriately, Simpson chose to use the Internet to spread the gospel of SIP technology and to offer a free course in structural insulated panel construction. Polyurethanepanels.com is the site providing the educational course, aimed at architects, contractors, builders and engineers. Called The Features, Benefits and Applications of Structural Insulated Panels, the course is accredited by the American Institute of Architects (AIA), and it's free and downloadable in a 105-page PDF format.

Simpson's business strategy currently uses five web sites to attract a range of customers and targets each site presentation to their specific needs, with more to come.

SIPsupply.com the original site, defines the company, offers residential building kits, a discussion of SIP panels and images and descriptions of the Greenix SIP panel. This site displays a list of some 100-plus home packages and notes that the company will also provide custom design services for

each plan online and is developing over 100 SIP-ready and cost effective plans for clients worldwide.

Greenixhomes.com is aimed at the residential market with basic information on SIP panels for the home buyer or home builder.

ICS-sips.com is the site for Insulated Component Structures, Inc. and provides a nuts and bolts description of the panel and the various options in surfaces, the materials and applications in building.

SIP Supply also has a presence on AECDaily.com, an online educational resource provider for architects and engineers, on which they provide the testing and learning credits for the continuing education course. For those in need of details to specify the Greenix Panel, architects can visit CadDetails.com to drag and drop the file format they desire.

Simpson also markets by a variety of traditional methods such as direct mail, trade show attendance and trade magazines. Another arm of the marketing effort is providing material to a publisher of 3.5 million

magazines which will be placed in Lowes, Home Depot and Borders, among other retail outlets.

But the big commitment, which he started in 1996, is still with the Internet. Simpson has even more web sites coming online soon that will help customers sell their SIP kits, models, plans and of course,

promoting and marketing the Greenix brand.

The SIP Supply Team consists of construction industry-experienced staff, complimented by consultants and engineers who are knowledgeable in the design, layout and production of the panel systems. Their role is to provide whatever technical know-how may be needed to enable a conventional builder and the modular builder industry to convert to SIPs successfully.

"We've had modular builders come to us about using SIPs and they don't realize the value engineering required to convert to SIP modulars and still stay within production budgets," Simpson says. "We want to target and service the modular building industry. Our engineering and architectural design firm is prepared to help the modular industry convert their plans into SIP-friendly plans. And once they convert, we'll market their models for them free."

Addressing modular builders and other potential customers, Simpson says the main advantages of his SIP technology is speed of construction, R-values and wind-load performance. He notes, "We have the superior panel in the industry per ICC testing."

Production capability is another major plus.

"If you are building the same home plan multiple times, we can produce 20 in a week, and double that every six to eight weeks," Simpson says. "We want volume. It's the key to competitive pricing and mainstreaming the product," he adds.

*For information on SIP Supply and Greenix Panels, circle Reader Service No. 59.*



This is the high production facility in Atlanta, GA, with product lined up in the back awaiting delivery. The image shows the machine stress rated lumber (MSR) materials ready to be framed for the next order.