Upon reflecting on our two events in the U.K. – World of Modular Europe and the Modular Construction Tour of Ireland – I want to share a few insights.

About 50 attendees from 12 countries participated in a day-and-a-half conference in Birmingham, England, engaging in numerous conversations sparked by outstanding breakout sessions. From leading industry experts to academia, all of the breakout speakers were well received. As one attendee commented, “First step in the right direction. The industry needs this more, and maybe more than once a year!”

On the end of that conference, about 20 industry representatives met in Belfast for the first leg of our Modular Construction Tour of Ireland. After visiting companies in Belfast, Dublin and Cork (and a few pubs along the way), it was evident that modular companies around the globe are faced with similar challenges, namely stringent regulations and the public’s limited perception of modular construction.

All of the conversations, breakouts and tours could have easily been applied to the North American market. Frustration with regulations, architects and owners not fully understanding the benefits of modular construction, and an industry that competes with itself instead of working together to grow the entire market, had me wondering if I had ever left home.

But these common issues faced by our modular peers represent an incredible opportunity for MBI and our members. It means there are a lot more of “us” out there than we thought, and a lot more people who have dealt with these issues willing to share their experiences.

One manufacturer who attended our tour last year revealed that the best practices learned on the tour were implemented in their factory upon return, resulting in a 300 percent increase in worker productivity! That is an incredible testament to the value of these exchanges.

MBI is the only international trade association serving the modular construction industry, and if we can somehow include more international companies in our fold, I can’t help but think the shared experiences would be mutually beneficial. As global opportunities increase and the ability to export our construction services becomes more practical, we may find new business partners from all parts of the world at the next conference.

As I finish my ninth year as director at MBI, I am seeing so many new opportunities that simply didn’t exist a few years back. The rate of change is increasing dramatically -- more traditional contractors in the market, more global competition, higher expectations and demands from the end users.

For modular manufacturers and contractors, it is wise to stay aware of these changes and position your companies to take advantage of these opportunities. MBI will continue to offer these trips, tours and trainings, and we look forward to seeing you there! (See pictures on page 3.)

Sincerely,

Tom Hardiman
MBI Executive Director
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“The name trusted in roofing since 1906”
MBI has opened up 2013 membership renewals. The main contact for your company may renew online by logging in at modular.org. A membership renewal link should appear at the top of the page in red after you enter your username and password. Click on "Renewal" and follow the directions. By renewing your membership, you will:

- Obtain **leads and referrals** through the MBI website
- Keep **informed of issues and trends** in the industry
- Help MBI raise **positive awareness of the industry** and increase market share
- **Network** and build professional **relationships** with other members
- Help MBI represent your modular **interests at the state and provincial levels**
- Gain access to **training** opportunities and events at **highly discounted rates**
- Gain industry-wide **recognition**

If you have any questions about any of the benefits you enjoy as a member of MBI, or if you need any assistance with renewals, please contact Business Development Director Dave Sikora at 888-811-3288 x155 or dave@modular.org.

*Thank you for your continued support of the industry!*

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**Modular Construction Tour:**

**IRELAND 2012**

- **Dublin, Ireland**
  - 1,350 Apartments
  - 3,167 Modules
  - Total Module Area: 71,695 sq.m

- **Beaumont Hospital, Dublin, IRE**
  - 2,000 sq.m
Changshu Yahgee
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Moscow, Russia
www.englobal.com

Hayes Modular Group
Developer/Contractor
Austin, Texas
www.hayesmodular.com

ISOHAUS LLC
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Ulaanbaatar, Mongolia
www.isohaus.mn

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www.force1resource.net

Group of Companies Global Engineering J.S.C.
Developer/Contractor
Moscow, Russia
www.englobal.com

Hayes Modular Group
Developer/Contractor
Austin, Texas
www.hayesmodular.com

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Ulaanbaatar, Mongolia
www.isohaus.mn

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2013
MARCH 16-19, 2013
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WORLD OF MODULAR
30th Anniversary
2013
ANNUAL CONVENTION & TRADESHOW
Westin Kierland Resort, Scottsdale, AZ
March 16 - 19, 2013
The MBI Seals Program has been revamped! Over the last several months the board has been fielding questions from members about the benefits and purpose of the program, and made some changes in light of those conversations.

Many questions asked by members were related to where the funds are being used. We want to make sure the funds are supporting both the Relocatable and Permanent sectors of the MBI membership. So, funds generated from the program -- $10 per label -- will be used to fund the following important industry campaign and outreach efforts for both groups.

1. Distribution of case studies to 72,000 architects, engineers, developers and contractors throughout North America, promoting modular construction (see chart below for breakdown).
2. Outreach efforts and business development with various federal agencies, code bodies and organizations, such as the Corp of Engineers, Veterans’ Affairs, the National Institute of Building Science and the International Code Council, to help protect our Lease Fleet Owners’ assets
3. Support for research and educational opportunities with our partners at the University of Alberta’s Hole School on Engineering. This new program focuses on industrialized building, BIM and lean manufacturing techniques.
4. Support for MBI’s website and social media outreach efforts. The audience on our social media sites is growing exponentially each year. The audiences are global, engaged and interested in our industry!

All of us want to grow the overall market share for modular construction, and universally everyone agrees that the perception of the modular building industry — whether Permanent or Relocatable — is a major obstacle to that goal. MBI and all of its members need to pull together and jointly support this important program. While the MBI Seals Program is voluntary, MBI expects all member manufacturers with facilities in North America to acquire one seal for each three-dimensional transportable building module, with the exception of ground-level containers used for storage.

Let us work together as ONE industry and support the MBI Seals Program so it will benefit ALL of our members.

Kendra Cox, Blazer Industries
Kathy Wilmot, Wilmot Modular
**PALOMAR MODULAR BUILDINGS**
**NOW PROTOTYPING MOTEL BUILDINGS**

Palomar Modular Buildings, of Desoto, Texas, has configured new modular designs that will work in either a stand-alone unit or as an addition to a current motel building. In addition to the sleeping rooms, Palomar has unveiled configurations for lobbies, management suites, dining, recreation, laundry, vending and other specialty areas.

According to President John Martin, “We are prototyping what we think will be a big step forward for the industry and will be inviting several operator associations to view the building. We have learned that these operators understand that faster construction can shorten their building cycle by more than six months and significantly increase their revenue, in some cases, by millions of dollars. Also very importantly, under proper conditions, the owners can benefit from more favorable depreciation.”

Palomar manufactures custom commercial modular buildings in the oil field housing, government, education and health care industries. The Palomar team has built several million square feet of custom portable buildings and modular building space across the country.

**NOVI INDUSTRIES INTRODUCES**
**INOVIAPODS PREFABRICATED MODULAR BATHROOMS**

NOVI Industries has announced that it is manufacturing custom-built, prefabricated modular bathrooms with the introduction of InoviaPods. The pods are manufactured off-site with efficient quality control procedures, strict health and safety standards, and built using environmentally-friendly materials such as light-gauge steel framing and magnesium-oxide board sheathing. These major structural components are non-toxic and have several advantages such as fire proofing, and resistance to water infiltration, pests, mold, mildew and seismic activities.

Built to clients’ specifications and needs such as size, layout, finishes and fixtures, InoviaPods follow strict building, electrical, HVAC, and plumbing codes, depending on localities. Also, InoviaPods can aid in achieving LEED certification through the use of green materials and systems.

Headquartered in San Diego, California, NOVI Industries has made an impact in the use of light-gauge steel modular construction methods for more than a decade.

**PROVINCIAL PARTITIONS MOVES INTO 50,000-SQ-FOOT STATE-OF-THE-ART MANUFACTURING FACILITY**

Provincial Partitions has completed the move to their new head office and main manufacturing plant in Mississauga, Ontario, Canada. This 50,000-square-foot facility has been customized to meet the company’s increased production needs. The company is also currently adding staff, including carpenters, carpenter assistants, welders, electricians, plumbers, painters and spray foam applicators.

Provincial Partitions has been providing modular space solutions for more than 30 years. The company manufactures mezzanine structures, storage buildings, communication shelters, guardhouses, kiosks, mobile office trailers, smoking shelters, clean rooms, e-rooms and more, with the ability to perform custom applications.

Provincial Partitions will continue to manufacture its System40™ demountable partition system from its 30,000-square-foot Campobello plant until the transition is complete.
At the ICC Final Action Hearings in Portland Oregon, MBI’s two code comments did not receive enough votes to be included in the 2015 IBC. Our two comments were recommended for disapproval at the Dallas hearing in May, and required a two-thirds vote to overturn that action. MBI’s primary objective in the 2015 code was to gain an exception to the troublesome language contained in Section 3410 – Moved Structures. That section simply states that any structure moved into a jurisdiction shall be treated as a new structure for purposes of the building code, effectively eliminating any “grandfathering” of existing buildings. Over the years, code officials have had differing opinions on exactly what that section meant. Our comment attempted to get existing relocatable buildings excluded from Section 3410 and regulated by the International Existing Building Code (IEBC).

Disappointing as it was, the end result of the hearings may get our industry to the same place. The ICC did approve a comment that eliminated all of Chapter 34 and referred to the IEBC to govern any existing buildings. This comment will still need to be approved by the ICC Board, but essentially means existing relocatable buildings will be governed by the much more clear and friendly provisions of the IEBC beginning with the 2015 IBC.

We still have work to do in the meantime, including finalizing an ICC Guideline for Relocatable Buildings, and submitting code changes to the IEBC as well as the next round of the International Green Construction Code. MBI would like to thank Mike Henning of Mobile Modular Management Corp, Doug Robinson of Williams Scotsman and Kevin Walsh of Modspace for their continued efforts on making the building codes more modular friendly.

This comment will still need to be approved by the ICC Board, but essentially means existing relocatable buildings will be governed by the much more clear and friendly provisions of the IEBC beginning with the 2015 IBC.
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