CAN A GLOBAL OUTLOOK LEAD TO NORTH AMERICAN GROWTH?

For the past several years, MBI leadership has wrestled with how best to address the increased global interest given our finite resources and core membership base in North America. Should we divert our attention and resources towards markets outside North America while dues paying members here struggle with a soft economy? How will any investment overseas yield tangible benefit to current members?

About five years ago, MBI was approached by a group of companies in Australia about forming a “MBI Australia.” We developed a model and even solicited quotes from management companies in Australia to determine the feasibility of such an expansion. In the end, we offered Australian companies the opportunity to join MBI and attempted to demonstrate the value of doing so. Many of those companies ultimately formed their own association without MBI. There are now three such organizations in that region – Prefab Australia, Prefab New Zealand, and the Modular Building Industry Association of Australia.

The MBI Board developed “Alliance Agreements” and reached out to these entities to gauge their interest in this more informal relationship. These agreements allow members of those organizations to join MBI at 50% of the current dues level, and acknowledge that MBI is not going to engage in government affairs or networking events in those areas, justifying the lower dues rate. While these agreements are still relatively new and the real benefits have yet to be determined, the concept of these agreements was much more reactive in nature to what had occurred on the ground in Australia. We learned recently that the University of Melbourne has been awarded $4,000,000 to establish The Australian Research Council (ARC) Training Centre for Advanced Manufacturing of Prefabricated Housing. This program will advance and transform the building industry in Australia with little input from MBI.

At our most recent World of Modular conference, we were overwhelmed with requests to meet and potentially partner with other organizations from around the globe. We held discussions with representatives from France, Mexico, China, and Korea, all interested in working with MBI. The Asian organizations in particular merit serious consideration for MBI involvement given the role (and funding) being provided by government entities to back these groups. The Chinese government has mandated that 80% of all government funded buildings be constructed using offsite techniques by 2025. In Korea, the KCIT is being funded by government to conduct further research on modular housing.

Many regions across the globe have a much higher adoption rate for modular and offsite construction. Reasons include a supportive government backing the research, involvement and coordination with academia, and economic drivers such as a high demand for affordable housing in densely populated areas.

Continues on page 6
Just-in-time and custom cut, the Mule-Hide nationwide distribution network offers ready to install new or retrofit single-ply modular roofing systems that are exactly what you need.

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UPCOMING EVENTS

SAVE THE DATES!

WORLD OF MODULAR 2016
MARCH 17 - 20, 2016 • SAN DIEGO, CALIFORNIA

Join hundreds of modular construction professionals for our 33rd Annual World of Modular in San Diego, California! For 30+ years, MBI has provided professionals in the modular building industry a place to network, exchange ideas, learn from experts, discuss issues, display new products and receive well-deserved recognition. Join us for high-profile speakers, top-notch educational sessions, exhibits, the latest trends in modular, entertainment and more!

World of Modular is an open forum for anyone interested in the modular construction industry. For suppliers of building products, services, and financing, the MBI trade show remains the best place to reach manufacturers and dealers of modular buildings.

More event details are coming soon!

OFFSITE CONSTRUCTION EXPO
DISCOVER OFFSITE
SEPTEMBER 23 & 24, 2015 • WASHINGTON, D.C.

The Modular Building Institute is proud to partner with the National Institute of Building Sciences and Associated General Contractors of America (AGC), with support from the Modular Home Builders Association, Virginia Tech, The Catholic University of America, The University of Utah, The Integrated Technology in Architecture Center (ITAC) at the University of Utah, and Structural Insulated Panel Association to present the Offsite Construction Expo 2015, September 23 & 24 at Walter E. Washington Convention Center in Washington, D.C.

Display your product or systems to architects, owners, developers, engineers, contractors, procurement officials, and policymakers already interested in learning more about offsite construction systems at this show.

offsiteconstructionexpo.com

To register for MBI events or to view more upcoming events, please visit our website at www.modular.org/events_calendar.aspx.
Two Educational Scholarships Available for MBI Member Employees | Deadline to apply is July 15th

Each year, the Modular Construction Educational Foundation provides a $2500 scholarship to an employee of an MBI member company or an employee’s spouse, child, or grandchild. Now the Canadian Foundation provides a separate $2500 scholarship! Applicants apply directly to the Foundations and must be enrolled or enrolling in a two- or four-year institution. Any course of study is eligible; it does not have to be related to construction. Applicants should have at least a 3.0 high school or college grade point average, and be able to submit copies of school transcripts, at least one letter of recommendation and a personal statement.

To apply, simply complete an application, that can be found at www.modularfoundation.org under “Resources” and return it to MBI by July 15th. The scholarship will be awarded in August.

To apply, simply complete an application, that can be found at www.modularfoundation.org under “Resources” and return it to MBI by July 15th. The scholarship will be awarded in August.

Human resource departments at member companies are welcome to distribute information about the scholarship as an employee benefit. Links to scholarship posters, payroll inserts, applications, and contribution forms can be found on the website under Resources/Educational Foundations/Scholarships. In addition, if you are interested in supporting this worthy cause with a tax deductible gift, please contribute online or call toll-free, 888-811-3288.

Two years ago, MBI introduced its new Code of Conduct program, intended to help raise the level of professionalism in our industry. This Code applies to member companies and any individuals listed as member contacts at MBI.

For the 2015 renewal season, all primary contacts within each MBI member company are REQUIRED to successfully complete MBI’s new online ethics course as a condition of continuing membership. There is no cost for the primary contact to take the course. Additional contacts within each company can take the course and will be invoiced afterwards.

This Code is written in simple, clear and enforceable language, and we will enforce it without exception. All companies will have a primary point of contact for ethical- or conduct-related issues.

Our goal at MBI is to grow this industry, and it will not happen without a great degree of professionalism and integrity, and MBI’s Code of Conduct is a great step in that direction for your company.

We encourage you to embrace this program as a competitive advantage and even promote it to your customers. Non-members may or may not have their own code of conduct, but MBI can say with confidence that 100 percent of its members subscribe and adhere to our Code of Conduct. See the Code of Conduct and take the test at bit.ly/MBICode.

Thank you for your continued support of the industry association, and, as always, feel free to contact MBI with any questions. Email: info@modular.org | Phone: 888-811-3288
**Guerdon Enterprises Star Apartments featured in June 2015 Architectural Record**

Designed by Michael Maltzan Architecture for Skid Row Housing Trust (SRHT), Guerdon-manufactured modules were used to construct Star Apartments in Los Angeles. Star Apartments project was also recognized as MBI’s October 2014 Building of the Month.

Star Apartments combined on-site construction (the remodel of an existing building to serve as the ground floor and podium) and off-site to create a 95,000 square foot mixed-use (healthcare & multifamily) complex to serve Los Angeles’ homeless population.

The full story can be found on page 89 of the June Architectural Record or at ArchitecturalRecord.com.

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**Aries Building Systems Expands into the Northwest**

This past April, Aries Building Systems launched its Pacific Northwest Major Projects group. The expansion includes one manager in Oregon, Washington, and Vancouver. Aries’ Pacific Northwest Major Projects group will be headquartered in Bellevue, Washington and will focus on providing both standard- and custom-designed temporary and permanent modular buildings for a variety of businesses and organizations throughout the Northwest and Rocky Mountain regions.

www.ariesbuildings.com

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**Deluxe Building Systems to Manufacture NYC Multifamily Project**

Deluxe Building Systems of Berwick, Pennsylvania is manufacturing 97 modules for the 47-unit Lilak apartment building, to be located in the Washington Heights neighborhood of Manhattan. The building will include one-, two- and three-bedroom apartments, as well as underground parking, a communal space on the roof, a gym and a playground. Completion is expected by June 2016 – an estimated 40 percent faster than traditional build methods.

Project manager Monzer Khafagy said, “In regular construction you do everything in a series, but this way they are building the units while we are laying the foundation. *It saves money because it saves time and there’s no loss of rental time.*”

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**Steenhof Building Services Unveils Shipping Container Hotel**

The recently built two-story, 60-room Days Inn hotel at Sioux Lookout, Ontario may be the only shipping container-based hotel in North America. Approximately 130 shipping containers were used to construct the hotel, including the rooms, laundry rooms, storage, and corridors. Containers were installed 80 percent complete, including most plumbing and electrical work.

“We were happy with the construction scheduling and costs, especially considering this was a pilot project” says company president Jack Steenhof. “We were able to build this hotel for between $115,000 and $120,000 a door. In a future project we might trade a sloped, trussed roof for a flat roof and use a different sized shipping container to create a more traditionally-sized smaller hotel unit and eliminate the corridor module. We estimate we could bring in future hotels for under $90,000 per door.”

www.steenhofbuilding.com
MBI was instrumental in the creation of the NIBS Off-Site Construction Council – a consortium of government agencies, academics, and industry formed to advance research and adoption of offsite techniques. This entity could be the vehicle to accelerate growth in North America. We have seen a huge spike in interest for modular housing in urban areas such as New York, Boston, and San Francisco. These are drivers for greater adoption for our membership base, but as an industry we lack sufficient and credible data to substantiate our advantages.

MBI needs to work with overseas organizations to help facilitate research opportunities that can be brought back to North America and used in our marketing, training, and business development efforts. The research happening now is supported by tens of millions of dollars in outside funding. Will MBI be a part of it and help shape the direction? Or will we take a wait and see approach and react later? We can advance the industry years ahead by utilizing research (funded by other government entities) for our own purposes. Or we can start from scratch on research after these overseas companies have a huge advantage on new techniques, technologies, and processes.

Share your thoughts on industry globalization on our discussion forum at www.modular.org.

Regards,

Tom Hardiman
MBI Executive Director

MBI is working for you

FORGETTING THE FLEET?
NOT A CHANCE!

With so much publicity on our website and articles placed in magazines featuring Permanent Modular Construction (PMC) in general, we occasionally hear the cry of “Don’t Forget the Fleet!”

About half of the industry revenue each year is derived from activity associated with Relocatable Buildings (RB). MBI represents 56 companies with a lease-fleet ranging from fewer than ten units to some of the largest lease-fleet companies in the world.

While those PMC PR efforts are very prominent in MBI publications, we have spent an equal (likely greater) amount of resources over the past decade on protecting the fleet. MBI estimates that if you own fleet in Maryland, our efforts have saved your fleet four times over!

We wanted to take this opportunity to highlight some of our major victories for the fleet owners:

In 2003/2004, the most pressing issue facing fleet owners was the adoption of the ANSI S-12 classroom acoustics standard. Written by the Acoustical Society of America (ASA) and gaining traction on a number of fronts, the standard could not be applied to relocatable classrooms. Industry estimates concluded that entire units would need to be stripped down and rebuilt at a cost greater than acquiring new units. Widespread adoption of this standard as written would have cost the industry billions in assets. MBI fought its adoption as written anywhere it was considered and won nearly every battle. We fought the adoption of this standard in Connecticut during the general session and blocked it, only to have it added as a midnight amendment on a budget bill during a special session.

That setback led us to start working with the ASA on an addendum to the standard specific to relocatable classrooms. After numerous meetings, the working group developed the addendum, providing a path for industry compliance when this standard is considered.

A few years later, there was a strong push for greener buildings encompassing more than just acoustics. Misguided architects and self-serving green building consultants led the charge for the development of the IgCC or International Green Construction Code. Relocatable buildings were not considered in the early development of this code. Once again, adoption as written would have ended the existence of the fleet. With the support of many companies, MBI led the charge to make amendments to the green code so, the industry again would have a clear path for compliance if adopted.

This code effort spilled over to the existing Building Code, where MBI again sought to remove barriers and add more industry-friendly language to the code. When these efforts were successful, we became more proactive with the base model code. Currently in progress, MBI is working with code officials to add a new section to the IBC for 2018 that would provide a clear path for the industry and eliminate the confusion over new vs. existing and moved vs. relocated buildings.

MBI has also recently worked on issues in Maryland, New Hampshire, and Massachusetts, Louisiana, Pennsylvania (still pending!), Nevada, Florida, Texas, Massachusetts, Maryland, Georgia, Arizona, Illinois; and is addressing transportation issues from Alabama to Maine.

We have submitted code change proposals in Michigan, Colorado, Ontario, Alberta, and California. And while sometimes these efforts don’t yield immediate results, we find that we need to be constantly pushing back against the tide of increased regulations simply to hold our ground.

MBI is the industry watchdog protecting your business against any unwanted regulations or legislation.
WOW! A BIG WELCOME TO ALL OF THE NEW MBI MEMBERS!

Superior Building Systems
Manufacturer/Direct
Watertown, SD, USA
www.superiorbuildingsystems.com

BroadMoor, LLC
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Metairie, LA, USA
www.broadmoorllc.com

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Supplier of Services
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574-361-2300

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www.energywindowsshanghai.com

International Door Closers
Supplier of Materials
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www.idchardware.com

Construction Products Distributors, LLC
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www.cpdsupplychain.com

Dream Box Global
Manufacturer/Direct
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www.dreambox-global.com

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Supplier of Services
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ModTruss Inc.
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USG Corporation
Supplier of Materials
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www.usg.com/structo-crete

Best Buy for Business
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www.bestbuy.ca

Modular Site Solutions (Pty) Ltd.
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www.container.co.za

Combiliift USA
Supplier of Materials
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www.combiliift.com

NHA Development & Construction Services Division
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Green Vision Developments
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Byron Bay, AUS
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Pro-Fab Construction, Inc.
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Bloomington, CA, USA
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Total Modular Structures
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For over 30 years, Mobile Modular has been a trusted partner in providing modular space solutions for a variety of industries and markets. From classrooms and labs, to office space and everything in between, Mobile Modular buildings are adaptable, durable and available to meet any business demand.

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