



GYPSUM ASSOCIATION INTRODUCES NEW BRAND IDENTITY

In November 2016, the Gypsum Association (GA) announced a new brand identity with a refreshed logo. A not-for-profit trade association representing the manufacturers of gypsum panel products in the US and Canada, the Association serves as the center of expertise on the handling, storage, specification, and proper installation of this expanding family of gypsum-based panel products. The refreshed logo reflects the GA's enduring commitment to its members and to consumers of this ubiquitous building material commonly known as drywall or wallboard.

The rebranding reflects both continuity and change. The new logo retains the flame element, highlighting gypsum board's established role as a building product that provides fire resistance. The Association's continued engagement in traditional, but vitally important, building codes and standards work is underscored, particularly the significant role gypsum panel products play in fire resistive design assemblies. In 2015, the Gypsum Association published the 21st edition of *GA-600 Fire Resistance and Sound Control Design Manual*, which has been referenced by the model building codes as a source of fire resistive designs for more than 40 years.

At the same time, the 87-year-old Association has taken on new roles in the building products sector where, for example, sustainability and indoor environmental quality (IEQ) are recently emerged, and widely desired attributes. The Association released its second industry-wide environmental product declaration (EPD) in September 2016. The EPD provides vital environmental performance information on exterior glass mat gypsum panels by addressing energy consumption, water consumption, global warming potential, waste, air emissions and other metrics related to production.

Acoustics, a mainstay of the *Manual* for decades, has gained increasing traction as concerns for occupant comfort has increased within both the LEED certification program and the building codes.

The new logo design embraces both the traditional and more contemporary aspects of the Association's mission to advance the development, growth, and general welfare of the gypsum industry. Moreover, the design acknowledges the full range of innovative gypsum panel products that Association members offer. Newer specialized performance panels provide fire resistance, mold and moisture resistance, and abuse and impact resistance. Other specialized performance products, such as exterior gypsum sheathing and gypsum shaftliner, have become viable alternatives to wood and/or masonry products. Reflecting the expansion of gypsum panel product offerings, the stack of wallboard depicted in previous iterations of the logo now suggests more: It can be seen either as a series of horizontal boards or as an entire building. The new mark acknowledges the multiple contributions gypsum panel products now make to the built environment.

"The new logo speaks directly to the constant innovation of our member companies," says Gypsum Association Executive Director Stephen H. Meima. "Gypsum panel products have been and will continue to be the preferred solution for interior wall assemblies, but that is no longer the only role they play in building design and construction. Specialized performance boards increasingly are used as key components of exterior envelopes and elevator shafts, to name just a few examples. The new logo represents both the time honored use of gypsum wallboard for fire resistance and acoustic control as well as the expansion of our members' product lines to address myriad building challenges as well as demands for sustainability, transparency, and resilience."

GYPSUM ASSOCIATION LAUNCHES WEB-BASED APPLICATION DEDICATED TO SPECIALIZED PERFORMANCE PANELS



The Gypsum Association (GA) has launched two web-based applications devoted to the proper specification, installation, storage, and use of specialized performance gypsum panel products. Research conducted by the Gypsum Association, indicates that awareness and understanding of specialized performance panels among architects, specifiers, and other A/E/C professionals is less than optimal. Covering both commercial and multi-family structures, these new additions to the GA website are aimed at addressing that information gap by providing essential—yet impartial—information in one place.

Compared to traditional drywall, specialized performance gypsum panels are relatively new. Educating the A/E/C community on these multi-attribute performance products is an important contribution to the design and construction value chain.

Although gypsum wallboard has dominated interior wall construction for more than half a century, this cost-efficient, easy-to-install building material has experienced continuous development and enhancement. The gypsum panel product family now includes boards with features such as improved fire-resistance, increased surface durability, extended weatherability, and an ever-widening list of application-specific, specialty performance characteristics. The performance panels highlighted on gypsum.org are manufactured by all GA member companies and include exterior gypsum sheathing, abuse resistant and impact resistant gypsum panels, mold/moisture resistant gypsum panels, and gypsum shaftliner.

“Since 1930, the GA has been dedicated to promoting the use of gypsum and advancing the general welfare of the gypsum industry on behalf of our member companies, which encompass wallboard manufacturers in the United States and Canada,” says Executive Director Stephen H. Meima, APR, LEED Green Assoc. “Compared to traditional drywall, specialized performance gypsum panels are relatively new. Educating the A/E/C community on these multi-attribute performance products is an important contribution to the design and construction value chain.”

Each performance panel type is illustrated *in situ*, with physical description, advantages, and limitations noted. Answers to frequently asked questions are supplied for each performance board. Citations and links to all pertinent ASTM Standards and GA technical and code referenced documents are provided. In addition, a new section on the basics of sound control addresses an increasingly important and code referenced aspect of indoor environmental quality. The acoustics section emphasizes system solutions to sound attenuation.

GA Director of Technical Services Michael Schmeida, MSc, LEED AP, notes, “When specified and installed properly, special performance gypsum panels contribute resilience, functionality, and value to projects.”

Both web applications are available to the public from the homepage of the Gypsum Association’s website at gypsum.org.

GYPSUM ASSOCIATION REVISES FIVE TECHNICAL DOCUMENTS

Late in 2016, the Gypsum Association (GA) released five revised technical documents. GA-220-2016 *Gypsum Board Winter Related Installation Recommendations*; GA-223-2016 *Gypsum Panel Products, Types, Uses, Sizes, and Standards*; GA-226-2016 *Application of Gypsum Board to Form Curved Surface*; GA-234-2016 *Control Joints for Fire-Resistance Rated Systems*, and GA-238-2016 *Guidelines for Prevention of Mold Growth on Gypsum Board* have been updated to reflect current best practices. As a service to the design and construction community, these documents, and more than thirty additional technical documents, are available for free download through the GA Bookstore.

Of particular interest to the construction community, especially during this time of year, is GA-220-2016 *Gypsum Board Winter Related Installation Recommendations*. Unless precautions are taken, cold and damp weather can contribute to a variety of problems during and after installation and finishing of wallboard. Maintaining a room temperature of at least 50°F (10°C) for 48 hours before, during, and after finishing, is just one of 13 recommendations that will reduce the possibility of joint compound bond failing, beading, nail popping and other problems that can result in callbacks after project completion.

Because they specify the use of control joints in wall and ceiling systems, architects and designers will want to review GA-234-2016 *Control Joints for Fire-Resistance Rated Systems*. Control joints assist in relieving stresses in assemblies that can result in gypsum board cracks and ridging. GA-234-2016 outlines the minimum requirements for the installation of control joints. The appropriate specification of control joints is particularly important when a specific fire-resistance rating is dictated by the building code.

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Tech Question

The GA has been expanding the FAQ section on www.gypsum.org. Below, are two of many FAQs now addressed under the Technical section of the website.

Q) I understand that even Mold/Moisture Resistant Gypsum Panels should not be used in so-called “wet areas.” Can you explain where this product can and cannot be used?

Answer: Mold/Moisture Resistant Gypsum Panels are excellent for use in high humidity areas and even where an occasional splash of water is expected. Appropriate areas include powder rooms, adjacent to showers or tubs, behind counter areas/base cabinetry where plumbing fixtures are located, and in laundry rooms, mud rooms, etc. However, neither the model codes nor the Tile Council of North America’s (TCNA) *Handbook* allow for the use of these boards behind the tile in the shower or tub area or as a base under the pan or around a swimming pool or sauna. For acceptable materials in wet areas, consult the local code or the TCNA.

Q) What guidance can the Gypsum Association provide on the painting and finishing of new gypsum wallboard?

Answer: Over the years, the Gypsum Association has worked with many organizations to develop recommendations on finishing. The most important recommendation is priming: Before any additional decoration, wallboard must be primed. For a more complete guide on painting and finishing new wallboard, we suggest the Drywall Finishing Council publication entitled, *Recommended Levels of Paint Finish Over Gypsum Board*. Additionally, GA-214 *Recommended Levels of Finish for Gypsum Board, Glass Mat & Fiber-Reinforced Gypsum Panels*, provides guidance for surface preparation. GA-214 is available in hardcopy or PDF in the Gypsum Association Bookstore.

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GA Director of Technical Services Michael Schmeida, MSc, LEED AP, says, "Regular review and revision of GA documents is a key component of the Association's technical services mandate and the GA's Building Code and Technical Committee (BCTC) has made a three-to five-year revision cycle for all documents a high priority."

After more than 80 years representing the gypsum industry, we understand that, at times, guiding a member of the public through a system or a code requirement over the phone is invaluable. We won't abandon this hands-on approach even as we expand our electronic offerings.

"The Gypsum Association is fortunate to have technical expertise both in-house and among our member companies. Member volunteers devote significant time to service on the BCTC," notes

Executive Director Stephen H. Meima, APR, LEED Green Assoc. "As a result, the GA is confident that our documents represent the best impartial technical advice and information the gypsum industry has to offer."

In addition to free technical downloads provided through the GA Bookstore, a partnership with BNI Building News, the technical services department has significantly expanded the FAQs available on the website gypsum.org. "We are committed to further developing our website as a technical hub for the gypsum industry," Schmeida says. "Nonetheless, we are equally determined to provide technical advice via phone during business hours. After more than 80 years representing the gypsum industry, we understand that, at times, guiding a member of the public through a system or a code requirement over the phone is invaluable. We won't abandon this hands-on approach even as we expand our electronic offerings."

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