

Project Profile



USG SHEETROCK® Brand TUFF-HIDE™ Primer-Surfacer

Application/Building Type:

Single Family Construction

Project Name:

Various Residential Projects

Location:

Rockford, Ill.

Drywall Contractor:

Great Plains Drywall, Inc.

Featured Product:

SHEETROCK® Brand TUFF-HIDE™

Primer-Surfacer



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Success Story

Business is booming for Great Plains Drywall Inc. Sales for the Rockford, Ill., residential drywall contracting company are up more than 30 percent in 2002 compared to 2001. "Last year was a record year for us," said Ken Polhamus, company president. "I expected somewhat of a drop-off this year due to the economy, but that's definitely not been the case."

The company, which specializes in residential drywall applications, has come a long way since 1983 when Polhamus and a partner founded the business as a two-person start-up operation. Great Plains Drywall now employs 50 people and is widely recognized as one of the top drywall contractors in Northern Illinois and Southern Wisconsin.

Following a typically hectic day, Polhamus recently discussed the challenges of managing a rapidly growing drywall business. "You can't lose sight of the key factors that made the business successful in the first place," he said. "Our goal is to deliver absolute top-quality service and results on every job we handle. If a builder has the faith to hire us, we want to give him nothing less than the best."

It's this focus on service and quality that drew Polhamus to SHEETROCK® brand TUFF-HIDE™ primer surfacer from United States Gypsum Company. The new high-build spray enables him to offer customers top-quality Level 5 (per the Gypsum Association) gypsum board finishes. According to Polhamus, TUFF-HIDE primer surfacer not only creates great-looking drywall surfaces, but it also minimizes callbacks and headaches.

When you're doing the kind of volume that we are, you simply can't afford to deal with quality problems," said Polhamus. "It's imperative that you get the job done right the first time. That's why we love working with TUFF-HIDE primer surfacer. After our guys apply it, all the painters need to do is spot sand and touch-up. "The finished results are fantastic.... In fact, that's an understatement," said Polhamus. "Walls covered with TUFF-HIDE look better than fantastic." Polhamus, who is now using TUFF-HIDE primer surfacer on nearly three quarters of all his smooth drywall work, recommended that first-time users of the product start out slowly.

"It's important to get your application rate correct," he said. "Check the thickness with a wet film thickness gauge. If it's not applied thick enough, you won't realize the full performance benefits. If you apply it too thick, it's tough to sand down." "Once you're familiar with it, you can really fly," he said. "I can't recommend it highly enough."

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