

Project Profile

USG DIAMOND® Brand Veneer Plaster System

Application/Building Type:

Single Family Construction

Project Name:

Various Residential Projects

Locations:

Massachusetts

Peoria, Illinois

Subcontractors:

Progress Insulation & Plastering Co., Inc.

Dan Woiwode Lath and Plastering

Featured Products:

DIAMOND® Brand Interior Finish

DIAMOND® Brand Veneer

Basecoat Plaster

DIAMOND® Brand Veneer Finish

STRUCTO-GAUGE® Gauging Plaster

STRUCTO-LITE® Brand Basecoat Plaster

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Plaster Creates a New Tradition

In today's fast-paced, impersonal world, loyalty is a scarce commodity. Plastering contractors who serve discriminating clients have discovered that veneer plaster can be an important element in building a loyal customer base. Both Progress Insulation & Plastering Co. Inc., and Dan Woiwode Lath and Plastering have found that veneer plaster keeps loyal customers coming back. Builders appreciate veneer's ability to provide a flawless appearance, despite the inevitable imperfections that occur in any framing job. Designers rely on veneer to provide the perfect finish for large spaces and intricate shapes. And homeowners enjoy living with a system that combines great beauty with improved abuse resistance. This customer satisfaction leads contractors, in turn, to be loyal to the [DIAMOND® brand veneer plaster system](#) from United States Gypsum Company.

Ray Paolucci, president of Progress Insulation & Plastering Co. Inc., has built his firm into one of Massachusetts's premier plastering companies on the basis of customer loyalty. His desire to give his customers the best is what persuaded Ray Paolucci to pick [one-coat DIAMOND® brand interior finish](#) as his plastering system of choice.

"We used to offer our customers drywall," says Paolucci, "but I got into veneer plaster because it's an excellent system. It's better, stronger and faster. I can do a house with veneer plaster for only a few hundred dollars more than drywall. The system is superior. It's well worth it for the price."

Progress Insulation & Plastering completes over 100 homes a year. Paolucci has five plastering crews in the field, and is usually at work on five or six homes at a time. Contractors often ask for the same crew over and over, which is a tribute to the professionalism of Progress's craftsmen. Satisfying such requests, however, also requires very careful scheduling. "You have to be careful not to overbook," according to Paolucci. "Our crews develop a following. I can arrange to let customers have the same crew each time with proper scheduling. Each crew has its own clientele within our customer base." One aid to good scheduling is the use of the same high-quality products on all of Progress's jobsites. "Using only DIAMOND and other USG products makes it easier," says Paolucci. "All of our crews are comfortable working with USG materials, so we are able to produce a consistent product."

The homeowners served by Progress benefit from veneer plaster's toughness as well as its aesthetic advantages. It is easier to decorate, according to Paolucci, "because you have veneer over the entire surface. You can just prime and put up wallpaper. And you can take the wallpaper off easily later, if you want to change it, without damaging the surface. You can't do that with drywall." Veneer plaster also needs fewer repairs. "It stands up better to abuse. If you need to go back and make a repair, it's very easy to patch." Progress Insulation & Plastering currently gets most of its business through the good relationships it has already established, without so much as an advertisement in the Yellow Pages.

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Trust and longevity also keep customers coming back to Dan Woiwode Lath and Plastering, located near Peoria, Ill. According to co-owner Mary F. Hundt, her father founded the business in 1946. The firm is still serving the descendants of its original satisfied customers, sometimes traveling out of the immediate area to accommodate children or grandchildren who insist on the quality and service they remember from their family homes. "They want it plastered," says Hundt, "and they want it plastered by us." The firm also employs a number of plasterers whose fathers worked for Dan Woiwode. These second-generation craftsmen are making the trade a family tradition.

About 90 percent of Dan Woiwode's business is residential, with a concentration on large and upscale homes whose owners demand the best. For the majority of its jobs, Dan Woiwode uses two-coat veneer, such as **DIAMOND® brand veneer basecoat plaster** and **STRUCTO-GAUGE® gauging plaster/lime finish**.

Two-coat veneer is superior, according to Hundt, for its appearance, durability and workability. It also provides the best method of dealing with imperfections. "You can fill irregularities and even things out," she says. "With a terribly crooked wall, two-coat is what you want to use. In areas where there are cabinets or cathedral ceilings, anywhere that there's a focal point, we always use two-coat."

The flexibility provided by two-coat systems has also become more important as residential construction and homebuyer perceptions have changed. "Twenty-five or 30 years ago," says Hundt, "there were several types of houses, and people wanted the same things in the same places. Now, anything goes." Often, Dan Woiwode will accommodate customers by plastering small portions of a sample area using different textures and materials. The customer can then choose the most aesthetically appealing result.

Dan Woiwode plasters 30 to 40 homes per year. Although these average 2,800 to 3,200 square feet, the firm also handles a number of very large and unusual jobs. "This past summer," says Hundt, "we restored a 25,000-square-foot mansion in Peoria. We used smooth two-coat almost exclusively. In a few areas, though, like the wine cellar and art-storage areas, we used **lightweight STRUCTO-LITE® brand gypsum plaster** and drag float to achieve the look of very old plaster." This kind of ingenuity and attention to detail keep Dan Woiwode's customers coming back, generation after generation.

By providing affordable upgrades whose enhanced quality is readily perceived, one-and two-coat veneer plaster systems add to customer satisfaction—and to the success of the plastering contractor.