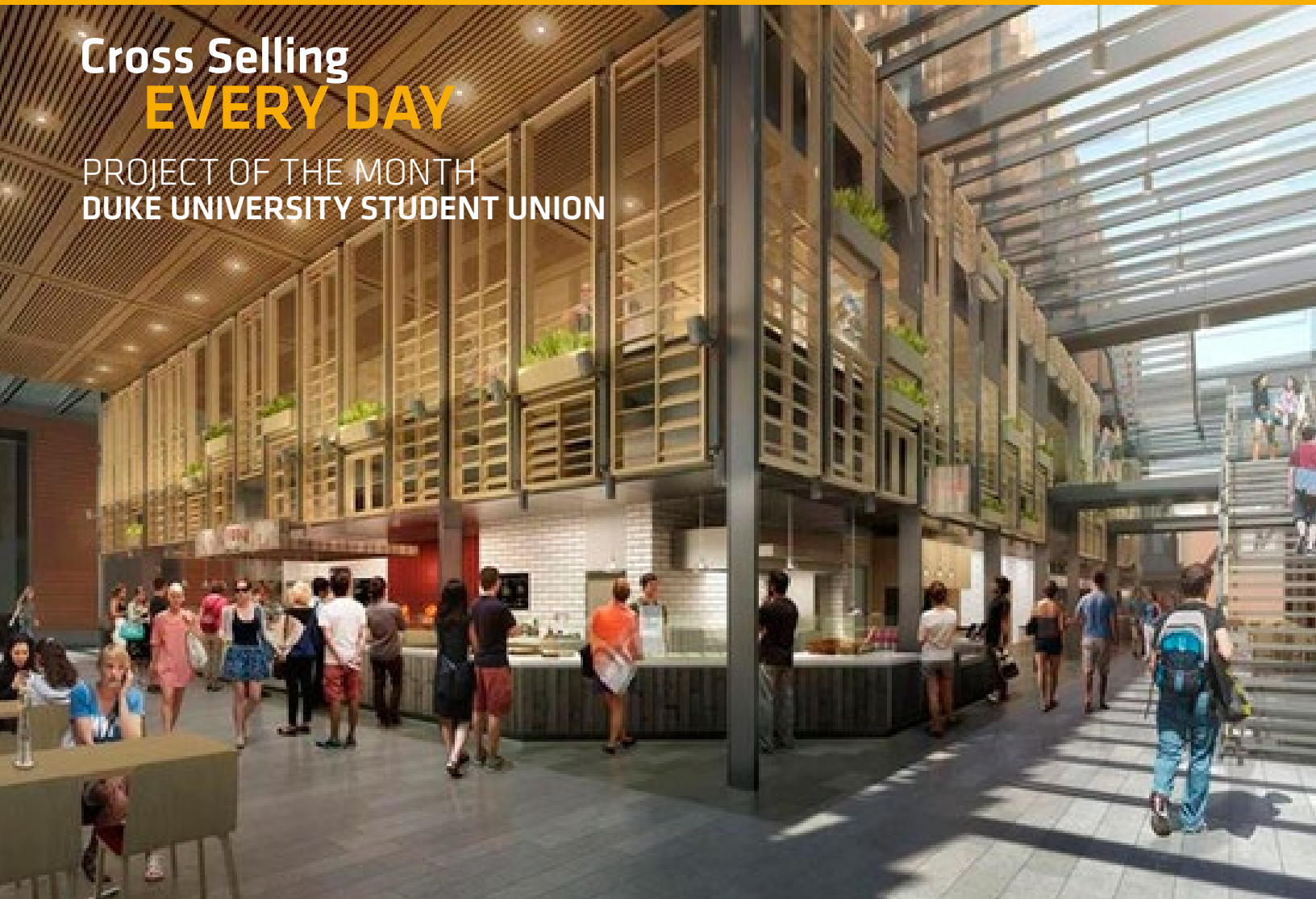


Cross Selling **EVERY DAY**

PROJECT OF THE MONTH
DUKE UNIVERSITY STUDENT UNION



BUILDING TRUST



PROJECT OF THE MONTH



TEAM:

GOODFELLAS, SOUTHERN
MAGNOLIA

BES- PATRICK O'REILLY

SARNAFIL- LEO NEBBIA, JOHN
ROBINSON

RSB- MIKE WINGE, PETE WENZ, JIM
HADLEY, DAVE KEELER

MARKETING - TIM GILLESPIE

TECH SERVICE - TOM ZUPPA &
BRUCE BAKER

SIKA AG

TYPE OF PROJECT: COLLEGE

SIKA OPPORTUNITY:

\$20K (ROOFING)

\$10K (RSB)

TARGET MARKETS: BES, RSB, ROOF

PRODUCTS: SIKAGARD 530/540,
ROOFPRO, SARNAFIL G410,
SIKAFLEX 11FC, SIKAMEMBRAN
OUTDOOR PLUS



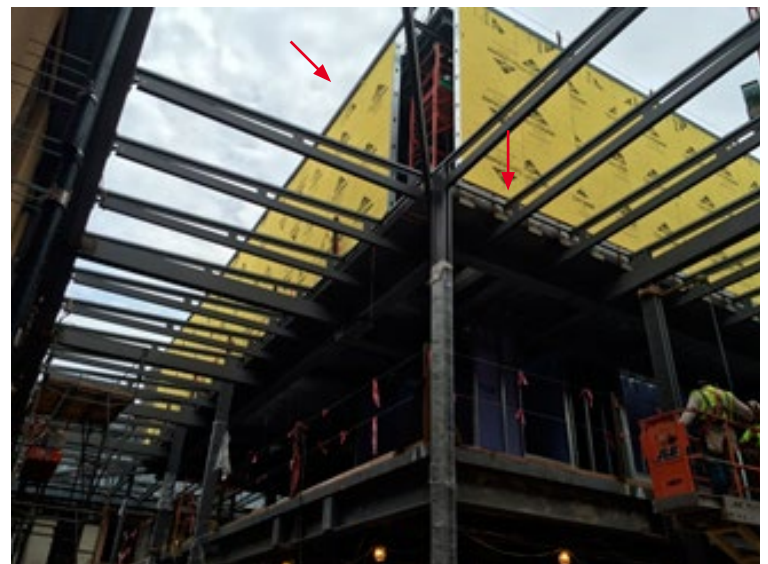


Sika Building Envelope

Application locations denoted with arrows...all vertical wall and horizontal transition locations not covered by glass curtain wall/skylight roof.

Highlights

- Team Goodfellas was able to help with the specs in NYC and passed the lead off to Team Southern Magnolia
- Team Southern Magnolia was able to switch the roof and air barrier to Sika after concerns of compatibility with a Grace product
- Help came from Sika AG and RSB Marketing for unique solutions to very complicated details to knock said Grace product out completely!



The Set up

The architect responsible for this project is Grimshaw located in NYC. Patrick O'Reilly had a meeting scheduled with them and when he found out about this project, he helped write some of the specification with Mike Winge, Peter Wenz and Leo Nebbia. They then passed the lead off to Jim Hadley in North Carolina. The contractor Skanska in NC reached to Patrick with the specifications asking for assistance and Jim took the lead.

The Problem

Strickland waterproofing was awarded below grade waterproofing, so Skanska reached out to Strickland for the air barrier transition to waterproofing details. While looking at the air barrier, a compatibility problem between Grace's Ice and Water Shield, Roschmann WP and the Sarnafil roof was discovered. Neither Roschmann nor Grace was willing to warrant the compatibility concerns, so Sika stepped in with a solution.

The Solution

John Robinson worked with Sika AG to find a solution to replace the Grace and Tom Zuppa and Bruce Baker tested compatibility with the air barrier and roofing. The accompanying details were drafted by Tim Gillespie and Jim Hadley.

This was truly a cross selling championship – selfless team work from two cross selling teams, two corporate centers, and three target markets! Even though the total sale did not break any records, Sika proved its ability to work together and stand alone as a single source manufacturer.



Sikagard 530 Liquid applied vapor permeable Air Barrier

Sikaflex 11FC applied to exposed edge of SikaMultiseal 515

SikaMultiseal 515 Self-Adhered flashing tape or SikaMembran 540 Self-adhered Air/Vapor Barrier if req'd flashing dimension exceeds 6"

Metal panels and anchorage system by others (background)

Sikaflex 11FC Sealant applied at all fastener penetrations

SikaMembran Outdoor Plus water proofing membrane

