



"We deliver drywall but we sell service."

Dick Mueller
Co-Founder of GMS

Welcome to the June edition of "Gator Gypsum News Bytes." We're glad to connect with you again!

Product Spotlight: Armstrong Seismic RX

Armstrong has put together a helpful video demo detailing the installation of ceilings that meet specifications for Seismic Design Categories DEF. The video illustrates the use of Armstrong components designed to make installation of Seismic DEF ceilings faster, easier, and less expensive.



Armstrong's Seismic Wall Angle provides an additional 1/4" of bearing for tees while preserving the 3/4" float clearance required by code between the end of the tee and the wall. Seismic RX allows the elimination of 2" wall angle and stabilizer bars, as long as Armstrong's Beam End Retaining Clips (BERC2) are used. The BERC2 clips hold tees in position, while allowing for lateral motion. The BERC2 clips can also be used on the fixed wall tee ends to eliminate pop rivets.

Armstrong has also simplified the installation of seismic separation joints, with ES4 Seismic 15/16" Expansion Sleeves and SJMR 15 15/16" Seismic Joint Clips. SJC Seismic Joint Clips perform the same function on cross tees. These components eliminate the need for soffits or separation joints pop riveted together with C channel and fascia molding.

In addition to the 15/16" ES4 Expansion Sleeves and SJMR 15 Seismic Joint Clips, Armstrong also manufactures expansion sleeves and joint clips for other grid sizes, so you are not limited to using 15/16" grid for Seismic DEF installations.

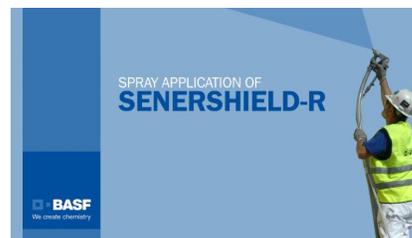
[Watch the video demo](#) to see how easy it is to achieve Seismic DEF ratings with Armstrong's Seismic RX.

You can [learn more about Armstrong Seismic RX](#) on the Armstrong website, or [consult with the product specialists at Gator Gypsum](#). We stock the full line of Armstrong Ceiling Solutions, including Seismic RX.

Product Spotlight: BASF Senershield-R

Gator Gypsum stocks BASF Senershield-R, a one-component, fluid-applied, vapor permeable air/water-resistant barrier. Waterproof and resilient, it can be applied by spray, roller, trowel, or brush directly to approved wall substrates.

Senershield-R provides excellent secondary moisture protection behind most wall claddings, including EIFS, stucco, brick, siding, and metal panels, and offers these benefits:



- Fully qualified air/water-resistive barrier material for the entire building

- Can be used as a flexible flashing in rough openings and through-wall penetrations
- Self-sealing
- Full system warranty with Senergy EIFS and stucco wall claddings
- Transfers wind loads directly to the substrate
- Water-based, low VOC, low odor
- Fast, easy, and economical application
- Most substrates require only a single pass application

When applied, Senershield-R produces a continuously-bonded membrane, eliminating seams, lap joints, and staples - and the opportunities they provide for air or water penetration.

[Consult the product specialists at your nearest Gator Gypsum](#) for more information about Senershield-R and other products designed to save you time and money.

GMS Expo 2018

Gypsum Management & Supply (our parent company) is holding an expo in Charlotte, NC on October 25-26, 2018.

The two-day event will feature the following activities:

- Trade Show
- Battle of the Boom Competition
- Winners' Circle Celebration
- Suite Charlotte After Party



Some of this year's exhibitors include Armstrong, STI, National Gypsum, ROCKWOOL, MBA Metal Framing, American Gypsum, MarinoWare, V&H Inc., CertainTeed, ClarkDietrich, Brighton Best, CEMCO, Dryvit, Knauf, Trim-Tex, Parex, DQ Technologies, KION, Panel Rey, Phillips, EDMA SAS, Palfinger, Hiab USA, Fascan, TSW, Sto, Grabber, Blue Ridge Fiberboard, JN Linrose, American Cornerbead Company, Nudo, Crane Composites, Pabco, Super Stud, Hunter Panels, RectorSeal, Full Circle International, AWCI Media, and Stanley Black & Decker.

Register today to join us! There will be networking, demonstrations, strategic planning and friendly competition. Gator Gypsum will be in attendance and we would love to say hello.

[Read more about the expo and register to attend.](#)

You can also call (770) 723-3347 or email expo@gms.com for more information.

Gator Gypsum Blog: Competition

On the Gator Gypsum blog this month, Bill Hill shares his thoughts on competition, and the role that service plays in determining which businesses ultimately win in the competition for customer loyalty.

Check out [Bill's latest blog post](#) for the details.

For more information about Gator Gypsum, including our services and product offerings, [visit our website.](#)

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With seven yard locations across Florida.