

This month's product promotions, company news and more.



**"We deliver drywall but we sell service."**

**Dick Mueller**  
**Co-Founder of GMS**

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

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### **Product Spotlight: Armstrong DESIGNFlex™**

Armstrong is re-inventing the ceiling - again - with the [new DESIGNFlex Ceiling System](#). DESIGNFlex allows mixing and matching of panels of different sizes, shapes, colors, and materials to bring a whole new level of design interest to ceilings.

[Watch this brief demo video](#) for an idea of the limitless design options available with DESIGNFlex, and [review the DESIGNFlex installation instructions](#) to see how easy it is to install the system.

DESIGNFlex isn't the only new product offering from Armstrong - the company has also introduced new custom perforation options for its METALWORKS™ line, new WOODWORKS™ Linear Exterior Solid Wood Panels, and other new products and accessories. You can review all of the new product offerings in Armstrong's [What's New Spring 2018 brochure](#).

Stop by [your nearest Gator Gypsum location](#) to see the full range of Armstrong Ceiling Solutions, and consult one of our product specialists for expert advice on the best Armstrong solution for your next project.

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### **Industry News: BASF Now Partnered with Hilton**

BASF recently announced that they have become a Hilton Recommended Partner, listed on Hilton Suppliers Connection under the Building Material category.

Hilton brands include Hampton Inn, Hilton Garden Inn, Homewood, Home2 Suites by Hilton, Tru by Hilton, Embassy Suites by Hilton, DoubleTree Hotels, Hilton Hotels, Curio - A Collection by Hilton, Tapestry Collection by Hilton, Conrad Hotels & Resorts, Waldorf Astoria, and Canopy by Hilton.

Gator Gypsum stocks a wide array of BASF products, including the [Senergy® EIFS wall system](#). Let us be your go-to supplier if you are working on any of the numerous Hilton projects in Central Florida!

 **BASF**  
We create chemistry

 **MASTER<sup>®</sup>  
BUILDERS**  
SOLUTIONS

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## Gator Gypsum Blog: Setting Expectations

In this month's Gator Gypsum blog post, Bill Hill looks at the importance of setting and communicating expectations, making the point that we can't expect to have them met if we aren't clear about what it is we expect.

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

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## Regional News: Tampa Bay Rays Unveil Proposed Stadium Design

On July 10 the Tampa Bay Rays unveiled an elaborate plan for a new domed stadium that would take them across Tampa Bay to Ybor City. The proposed design is projected to cost nearly \$900 million and would seat 32,000. The design calls for a fully enclosed and translucent roof rather than a retractable dome.



Plans for financing the proposed stadium remain unsettled. The presentation of the proposed design was made partially in order to solicit corporate support for the new ballpark.

If constructed, the earliest date the new ballpark would be open is 2023, to accommodate time to raise funds and an anticipated 36 months for construction.

Stuart Sternberg, principal owner of the Rays since 2005, called the plan "a dramatic break from the past" and explained the blueprint as the franchise's latest attempt to make a long-term commitment to the region.

"That has the best opportunity to happen here in Tampa, at the center of the Tampa Bay region," Sternberg said. "We believe that baseball cannot only survive but thrive here in Tampa, and Tampa Bay, and all the growth that comes ahead of us."

[Read the full article.](#)

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With seven yard locations across Florida.