

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



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

**Dick Mueller**  
Co-Founder of GMS

---

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

---

## Product Spotlight: Armstrong AXIOM Indirect Light Ledges

Armstrong's new AXIOM Indirect Light Ledges make it easy to create special indirect lighting effects while eliminating unnecessary framing to structure. Thanks to Armstrong's partnerships with several lighting manufacturers, fixtures optimized for aim-free, predictable lighting throws that evenly illuminate the finished space are readily available and fit perfectly with the AXIOM system.

AXIOM Indirect Light Ledges are available in classic and knife-edge profiles, and include the following features:

- AXIOM Indirect Light Ledge offers predictable lighting performance
- AXIOM Indirect Light Ledge is part of the SUSTAIN portfolio and meets the most stringent sustainability compliance standards today
- Lighting partners Axis Cove Perfekt, Litecontrol 17L, and Vode ZipWave have engineered fixtures to integrate perfectly
- 10-Year Limited Warranty, 30-Year System Warranty



See how easy it is to install the new Axiom Indirect Light Ledge on your next project or as a low-cost alternate on the job site now. Brighten dark corridors in record time following this quick demonstration. **Click on the image above to watch a brief installation demo.**

[Consult one of Gator Gypsum's product specialists](#) for more information about AXIOM Light Ledges and other Armstrong ceiling solutions. We stock a complete line of Armstrong ceiling grids and panels.

[Read more about Armstrong AXIOM Indirect Light Ledges.](#)

---

## Product Demonstration: Wall of Senergy

Recently Gator Gypsum partnered with BASF to distribute their Senergy line of EIFS and Stucco Products. Senergy is an innovative line of continuously insulated wall systems, air/water resistive barriers and textured acrylic surfacing systems.

To showcase the new product line, Gator partnered with Cornerstone Lathing, Inc. to construct a sample wall providing a visual of the various finishes. The wall highlights many different colors and textures as well as the SenerBrick, a look of brick with



benefits of an EIFS finish.



Cornerstone's installation demonstrated Senergy's design flexibility to achieve various EIFS coatings. Check out the Air/Water-Resistive Barriers and Flashing.

Stop by our Tampa facility to see the finished product!

[Learn more about Senergy here.](#)

---

## Regional News: Developers Reveal Design for Riverwalk Place

Developers recently released new renderings of Riverwalk Place, the \$350 million, 50-plus-story tower soon to begin construction at Ashley Drive and Whiting Street. The tower is designed to evoke a ship at sail, with the "bow" pointed southwest toward the bay, giving both sides of the tower water views.



Plans call for shops and restaurants to front the popular promenade from which Riverwalk Place draws its name. Above those will be office space, a 20th floor Sky Deck and pool, and condos priced from \$600,000 to well over \$1 million.

A sales center with a scale model of the tower is almost finished in the nearby Wells Fargo building and should be ready for business this month. Weeks before the sales center opened, potential buyers were already placing reservations on condos in the new tower.

Construction is expected to start next year although the timing will depend on pre-sales, according to developers. They have yet to decide how many condos the tower will have or the ratio of residential to office space.

[Read the full story.](#)

---

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

Copyright © 2018 Gator Gypsum

With seven yard locations across Florida.