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Cover Story

DEALERS SUPPLY DISTRIBUTION FACILITY IN PORTLAND, OREGON.

Building for the Future

An Array of Commercial Roofing Options to Meet Specific Needs

by Katherine McConnell, marketing manager, Malarkey Roofing Products



Dealers Supply Company, a construction distribution business located in Portland, Oregon, specializes in residential and commercial roofing,

waterproofing, and air barrier materials, as well as tapered insulation design solutions. In 2012, Dealers purchased 10½ acres of land for a new expanded facility. Ken Francis, owner and president of the company, says

“the new location represented Dealers’ longevity and future growth.” The project broke ground in June 2012, and was completed on schedule in March of 2013. To design its ideal facility, Dealers turned to the Portland, Oregon architecture firm, Group Mackenzie, Portland Division. Group Mackenzie’s expertise with designing commercial buildings, retail locations, and custom interior facilities fit well with Dealers’ design specifications. Dealers’ design goal was to provide warehouse and office space to meet the customers total needs. Bob Thompson, the principle architect at Group Mackenzie, designed an economical, short lead-time, tilt-up structure for the warehouses and an aesthetically pleasing open concept show room with modern office spaces. Group Mackenzie introduced Dealers to Perlo Construction during the design phase.

When it came time to deciding which roofing system to install, Dealers wanted versatile, durable, and long-lasting roofing



ORIGINAL SITE PRIOR TO CONSTRUCTION.



systems. The two facilities had specific requirements due to the nature of each building's use. The 110,000 sq.ft. warehouse holds temperature-sensitive material with office spaces; and the 48,000 sq.ft. warehouse houses roll products and additional materials. Having over 90 years of experience with roofing material and an extensive knowledge of roofing products, Dealers knew that, for its needs, the obvious choice was the asphaltic multi-ply system from Malarkey Roofing Products™. "Multi-ply was the assembly Dealers was going to use on our roof because of the large amounts of traffic on the roof. We had several groups of professionals who wanted to see the construction project. Some came from as far as New York to take a tour of the site. The traffic on the roof both pre and post-construction needed a hot-applied, built-up assembly and Malarkey's lineup allowed us to have a modified system while still staying within budget," said Jay Moffitt, general

manager of Dealers Supply. "Dealers Supply has been a distributor of Malarkey Roofing products for over 30 years. They're a locally owned business, like us, and they make quality roofing products. This made them the clear choice for the roofing materials that were to be used on our new facility," said Moffitt.

Bob Carlson Inc., roofing contractor in Portland, Oregon, was selected to construct the main warehouse portion of the project through Perlo's bidding process. The insulated system chosen for 105,000 sq.ft. of the 110,000 sq.ft. warehouse, consisted of two layers of Hunter Panel's H-Shield 2" Polyiso, mechanically attached to the deck with Continental Materials, Inc.'s (CMI) ½" fiberboard, adhered with hot asphalt followed by two plies of Malarkey's SBS modified 501 base sheet and SBS modified 601 Dove White Cap sheet. These materials were manufactured with recycled resources to enhanced its modified properties. Malarkey

has spent significant time researching sustainable manufacturing techniques and strives to include the 3 R's, Reduce, Reuse, and Recycle, in its production methods.

When Dealers approached Malarkey about alternative and sustainable roofing materials, Malarkey had a product modification in mind to meet its needs. They used nearly 20% recycled material in the asphalt portion of the roll goods used in the base, ply, and cap sheets, equating to almost 18,000 lbs. of hazardous material from being landfilled. This modified product was tested for performance, and met or exceeded the properties of standard material. The use of recycled materials helps protect the modified asphalt from UV exposure. Also, ceramic-coated granules protect the cap sheet. The properties of this modified asphalt increase granule retention and greatly enhance the performance of low-slope roofing, extending its service life.

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The 48,000 sq.ft. warehouse utilized a system consisting of Malarkey's 515 Base sheet, mechanically attached, two plies of 506 Ply 6, and 502 Midnight Black Cap sheet. McDonald & Wetle, Portland, Oregon, was selected to install this conventional asphaltic system. Built for longevity and sustainability from the roof down, both of Dealers' facilities incorporate innovative energy conservation methods, including multiple HVAC units and Daylight fixtures to offset electrical lightings needs by substituting natural light in the warehouse.

Since Dealers wanted to showcase a wide array of commercial roofing options, 5,000 sq.ft. of the main warehouse facility incorporated a portion of Malarkey's Advanced Vegetative Roof System (AVRS®). Snyder Roofing's Oregon division completed this segment of the roofing project. The AVRS is designed to be a turnkey solution for living roofing that is easily installed and maintained. This patent-pending system is

designed to provide a sustainable roofing solution, integrate with multiple roofing materials, and deliver long-term, economical performance. "The area of the building that showcases the living roof systems and plaza deck is fantastic. Allowing access to this area for interested parties to interact with their contractors and manufacturing representatives is a perfect example of how a modern supply facility like Dealers can help with marketing what our industry can do," says Travis Nelson, owner of Brown Roofing Company, The Dalles, Oregon, and former WSRCA president. All of the materials required for AVRS are from local Northwest manufacturers. AVRS trays are manufactured in Camas, Washington, the vegetative growing media is from Canby, Oregon, and Etera in Mt. Vernon, Washington grows the sedum tiles. The vegetative system was landscaped and manicured by Dennis' 7 Dees, Portland, Oregon.

In all, the new Dealers' facility is 160,000 sq.ft. of covered space, with an additional

140,000 sq.ft. of storage. Almost triple the previous 104,000 sq.ft. of storage, this is a major upgrade for Dealers. "Dealers is the same company; just in a new location. It doesn't change how we operate. It just let's us to do it better," says Francis. "This facility will really allow us to showcase our products, expand on our abilities to service our customers, and deliver products much more efficiently." The updated location has been well received in the Northwest construction community. "Investing in a facility like this shows a level of optimism that is reassuring to us roofing contractors. The game has changed over the years and we are at the point where we need the kind of support a facility like this can offer. I really appreciate what they are doing here," says Nelson. Almost every company involved in the project is family owned and operated, with roots in the Northwest. Malarkey Roofing Products was proud to be part of Dealers' expansion, utilizing three excellent roofing systems.

