



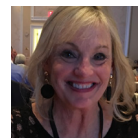
# Ask the Expert

How does GCP work with architects to drive durable construction?

Architects are highly trained in the overall aesthetics and performance of projects. GCP supports the architect's vision, providing the granular details of constructing a building or a piece of infrastructure, such as the types of building materials, technologies, and systems used.

Given the hundreds if not thousands of building products specified in each project, it would be impossible for architects to be experts in

all areas. Through GCP's Blue360 Design Advantage program, we work closely with architects throughout the job, from inception to project completion, to ensure they deliver the best possible end product for their clients. This includes ensuring maximum performance of waterproofing and air barrier systems, which can have a critical impact on the durability of a project. One recent example is our work on the



**Kim Shaw**  
Senior Project Manager, GCP

When designing a building or an infrastructure project, the architect's challenge is to delicately balance the often conflicting principles of form and function to create an attractive, comfortable, and usable finished product. How do architects reconcile these needs? That's where **Kim Shaw's** expertise comes in. As a Design Advantage Project Manager at **GCP Applied Technologies**, Shaw helps architects focus on the design aspect of their plans by assisting with the technical details like product selection, material compatibility, and system performance that ensure a project is both durable and sustainable. Here, Shaw explains how GCP works with architects and their teams to promote best practices in concrete construction.

fireproofing, waterproofing, and air barrier portions of a football stadium.

We began the job by ensuring product specifications were outlined correctly early on, thus reducing the time it took to review requests for substitution products. This helped streamline the process for the architect, as the team was well informed on material compatibility.

We then worked with the general contractor, not only during the design stage but also during the bidding stage, suggesting a single-source approach that helped save time and resources by reducing back-and-forth between multiple suppliers.

Once the subcontractors were awarded their respective packages, GCP assisted in pre-

paring submittals for products and worked with the general contractor to resolve technical issues upfront.

During the application stage, we utilized our Blue360 Design Advantage capabilities for technical training at the job site while streamlining communications and decision-making across project teams. By working closely with the architect, the general contractor, and all subcontractors on such a massive endeavor, GCP was able to help accelerate the construction process and facilitate the delivery of the best project to the client.



Read more about GCP and its transit concrete management system in the July+August issue of *gb&d*.



The Blue360 Design Advantage program lets GCP work closely with architects throughout the job, ensuring maximum performance of waterproofing and air barrier systems, and more.