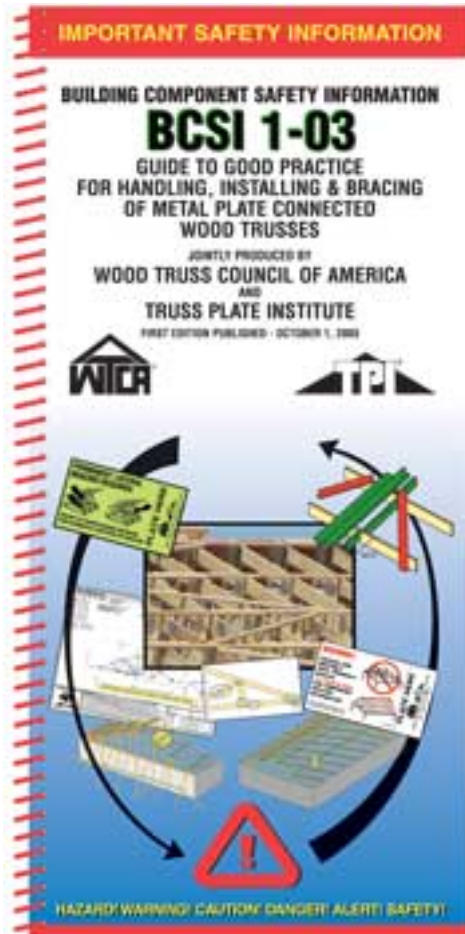


STRUCTURAL BUILDING COMPONENTS MAGAZINE

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BCSI 1-03: Making a Splash, Opening Doors by SBC Staff

This new industry document may provide just the marketing opportunity you've been awaiting.



The vote is in: The structural building components industry has decided that the Building Component Safety Information (BCSI) 1-03 booklet and the accompanying B-Series documents are here to stay. With over 13,000 booklets sold between the fourth quarter of 2003 and the first quarter of 2004, BCSI is making a big impression on people throughout the industry, not just component manufacturers. For example, others who have purchased the booklets include: suppliers to the structural building components industry, bookstores, technical colleges and construction schools, builders, city and county building departments, architects, engineers and inspection firms.

What factors have contributed to BCSI's widespread acceptance in the industry? What are people saying about it? Following is a breakdown of the reasons for its popularity and how component manufacturers are using it to advance their marketing efforts.

THE WTCA/TPI COOPERATIVE EFFORT

The notion of BCSI and the B-Series was agreed upon by the WTCA and TPI Boards in May 2003. The premise of the agreement was that the industry would be best served by a single set of literature dealing with proper specification, storing, loading, handling, installing and bracing of wood trusses, replacing various other TPI and WTCA publications.

The development of BCSI was made possible by the unified collaboration of the boards as well as others in the industry. Thus, the final product represents the consensus of the entire industry in relation to the handling, installing and bracing of wood trusses. Mike Ruede, Vice President of California Truss Co., praised the joint WTCA/TPI effort: "This is a first class document. If this is the kind of quality communication and documentation we're going to receive out of the new WTCA/TPI relationship, then it is a true demonstration of industry unity! Great job to ALL!"

Steve Cabler, PE, Vice President of Engineering for MiTek Industries, also recognized the cooperative effort of everyone involved in the process. "Thank you for the excellent work in putting this together. This document will be a huge help to the industry. We had a really good group assembled to develop this and the results were significant."

ECONOMICAL SAFETY & RISK MANAGEMENT TOOL

Don Scott, Vice President of Engineering for Truswal Systems, has stated in many of his company's newsletters over the years that erection accidents on the jobsite can be curbed through education. "As a Professional Engineer, I am entrusted to protect the public's health, safety and welfare. So, it causes me great personal and professional concern when injuries occur during truss erection. Yes, truss erection accidents still occur, and they can cause serious injury or even death. The good news is that truss erection accidents can be avoided. It is vital that we continue to educate you and your customers about the proper handling, installation and bracing of trusses."

Scott adds that truss manufacturers play a major role in this type of education. "How does this involve truss manufacturers? We strongly recommend that they educate truss erection contractors on the proper installation and bracing of trusses to avoid unnecessary accidents, injuries, and lawsuits."

BCSI lends an ideal approach to the type of active education Scott talks about. By providing excerpts of the new series in customer newsletters, it serves the following needs:

- Newsletter content is often a challenge to keep fresh, but BCSI presents an excellent opportunity for content that promotes the safe use of your product. Contact WTCA or TPI to obtain the proper reprinting permission and any other assistance you need in using BCSI excerpts.
- Your newsletter will be providing an additional point of emphasis on this very important topic, making awareness of bracing higher and also emphasizing the need for having the BCSI or the B-Series documents on the jobsite to ensure a safe installation process.

- Providing BCSI information in a customer newsletter adds an additional level of protection in your duty to inform.

Mike Karceski, Atlas Components, devised a subtle way to encourage framers to take interest in the booklet. "We've designed a custom cover sheet for our jobsite packages that lists the contents of the package. There is a line at the bottom that says, 'to get your own copy of BCSI, contact us and we'll send it to you.'" He added, "I think people are likely to be turned off when you hand out booklets. This way, they get a look of the B-Series literature in the package, and if they're interested enough, they'll call for a booklet."

HEAVY ON GRAPHICS, LIGHT ON TEXT

Another reason for BCSI's rapid-fire success is its readability and emphasis on color-coded bracing graphics. Because of its graphical nature, BCSI truly has universal appeal, especially to those on the jobsite who don't read English and even for those who are more comfortable with pictorial representations than words. Engineers and truss manufacturers alike have commented on its understandable graphics to illustrate proper bracing and erection techniques, rather than relying heavily on text.

"The new BCSI document presents vital information regarding bracing of trusses in clear graphical and pictorial context. The emphasis is long on graphics and short on words, which enhances the ease of understanding and therefore promotes proper implementation," said Gary Sweatt, PE, President of Sweatt Engineering.

During a recent jobsite visit, Preston Ketchum of PDJ Components realized the framers identified with the varying colors and illustrations in BCSI. "Not everyone on the jobsite has the time or desire to read about bracing. But it's easy for them to look at BCSI, which has color-coded pictures and graphics."

John Meeks, PE, PA, Consulting Engineer, noted that BCSI is an excellent tool for everyone in the field, not just component manufacturers. "I would like to compliment you on collecting and illustrating solutions to most of the problems encountered in the field by countless erectors and investigators. I am amazed at the clear illustrations. This is a real winner for component manufacturers, architects, engineers, general contractors, framers, erectors and their workmen. Thanks for your splendid effort."

THE CHAPTER FACTOR

WTCA Chapters have been riding the BCSI train as well. What better venue to get the word out into the marketplace than through a local chapter? [Check out how some are distributing BCSI.](#)

The Iowa Truss Manufacturers Association (ITMA) strongly believes that providing training is the best way to spread the word about the proper techniques for safe bracing and installation of trusses on the jobsite. The ITMA Education Committee puts on presentations during the winter months to home builders associations in the state, using BCSI as a main element of their training.

“We hand out a BCSI 1-03 booklet to every participant—whether it be a student, home builder or engineer. We have gotten excellent feedback from BCSI,” said Ray Noonan, ITMA Education Committee Chair.

Frank Klinger, President of Truss Manufacturers Association of Texas (TMAT) commented on BCSI’s popularity among members at a recent chapter meeting. “The chapter bought a BCSI 1-03 booklet for everyone in attendance. We also had other documents from the B-Series available. All the literature went in droves!”

Klinger reported chapter members especially raved about the new B-Series’ format, colorful graphics and helpful English/ Spanish text. “The presence of the Spanish text on all the B-Series documents is crucial for us in Texas,” he noted.

It seems that no matter the audience, BCSI has made an impressive splash in the industry. It began with the entire industry’s unified effort, led by WTCA and TPI, to provide a single set of bracing literature, and has rapidly become the component industry’s most important resource for handling, installing and bracing safety information.

Providing BCSI 1-03 through Chapters

(reprinted from “Chapter Focus,” January 2004)
by Anna L. Stamm

The new Building Component Safety Information series was launched with the BCSI 1-03 booklet, “Guide to Good Practice for Handling, Installing & Bracing of Metal Plate Connected Wood Trusses.” Jointly developed by WTCA and TPI, BCSI represents a good broad base of review and consensus in the industry. In addition to the complete booklet, the 11 sections that comprise the booklet are being published separately as the B-Series Summary Sheets, such as B1, the poster replacing the WTCA Jobsite Warning Poster and the HIB-91 Summary Sheet.

What’s more, WTCA Chapters are discovering the value of providing BCSI 1-03 to building officials, engineers and others in their marketplace. To further your chapter’s educational efforts, please consider using one of the following options.

1. Purchase BCSI 1-03 booklets with chapter funds to hand out to building officials, specifiers, and others—this option is great for achieving the lowest pricing option and works best when the chapter orders in bulk and divides the booklets up among its members at a chapter meeting so that everyone is prepared to participate in the educational campaign. Chapters are eligible to purchase BCSI 1-03 at \$5.75 each plus shipping. In addition, you may arrange individual billing and shipping to specific chapter members in lieu of a bulk shipment to one address. Contact staff to arrange a plan for your chapter.
2. Co-op purchasing by chapter members—once a chapter enters into the WTCA cooperative

purchasing program, BCSI is immediately included. In the publications co-op, chapter members achieve the lowest price that corresponds with the quantity purchased through the group order.

Chapter members may reduce their costs as low as \$5.75 each plus shipping. The quantity discount will be determined after the individual orders for the co-op purchase are submitted.

3. Order anytime via phone, fax or online—especially with our new online shopping cart, you may place an order for BCSI 24/7. Send the folks in your marketplace to the WTCA web site to place an order for BCSI or any of our publications. The WTCA web site is constantly updated as the new B-Series Summary Sheets are printed. Continue to check out the home page at www.woodtruss.com for the latest news!

Working together, chapter members will spread the word about this new industry standard. Education plus personal contact is the best way to increase awareness of the proper handling and installation of our products. A PowerPoint® presentation on BCSI 1-03 is available also for chapters ready to give educational presentations in their marketplace. When your chapter is seen as a resource for information and perspective on the industry, everyone wins.

[SBC HOME PAGE](#)

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