

3M Science.
Applied to Life.



Build Smarter. No Matter What Conditions You Face.

Twenty years ago, Mike Young was working as a successful carpenter and bricklayer in Nova Scotia. As the years progressed and he gained experience, he began noticing a rising interest in his construction expertise. After receiving continuous requests for assistance, Young made the decision to start his own company. Fast forward to today, and the company he created, Birkshire Developments, has been an established contractor at the top of its game for decades.

With countless years of experience in the construction industry, Young knows that the working conditions of a building project can range from subzero temperatures to extreme heat. The success of a job relies on a variety of factors; anything from unpredictable weather to other unforeseen challenges can arise at any time. When curveballs are thrown your way, it's essential to know that the products you are using have you covered and will last through it all.



Battling the Elements

Winter weather can be challenging to endure, and simply doing daily tasks, can be more difficult in a frigid environment. However, when your company's success relies on the ability to thrive in the cold, the stakes are even higher. Although winter conditions can make things difficult, the elements shouldn't stop your projects cold. And your materials need to work as hard as you do.

Young and his team have experienced the challenges of working in freezing temperatures firsthand. In January of 2019, they were in the process of completing a building project in Halifax that would put them, and the products they were using, to the ultimate test.

Knowing the project timeline required the air barrier membrane application process to take place in the middle of winter, Young had to be sure that the product he chose wouldn't hinder the process. 3M's Air Barrier technologies are designed to help contractors and installers to Build Smarter. Any Day. Every Day. The proprietary acrylic adhesive is specially formulated to stick at temperatures ranging from -18°C to 66°C, while also being UV-resistant for up to 12 months.



Maximizing the Workday

Along with freezing temperatures, the winter season also comes with the added obstacle of shorter workdays due to fewer hours of sunlight. Time is money so when the days are shorter, it's increasingly important that the products you're using can be applied easily and efficiently.

The membrane Young chose for the Halifax project, 3M™ Air Barrier with Permeable Backing 3015VP, can be installed either vertically or horizontally, while also including a peel-off liner so that no time-consuming primers are needed. These features made the difference between project delays and finishing ahead of schedule.

3M™ Air Barrier with Permeable Backing 3015VP was great to work with in the winter time. The consistency of 3M 3015VP remained the same whether it was -15°C or warmer. With 3M 3015VP, there were very few days over the course of the winter in which my guys could not install product due to the weather.

- Young

My team really enjoyed working with 3M Air Barrier with Permeable Backing 3015VP. The reverse wound roll sped up the installation and saved critical time, he explained. Priming in freezing temperatures is always a huge challenge, so not having to use a primer was another major factor on why we went with this product.

- Young



3M products are easy to apply to help you make the most of available work time. This improved installation technology enabled the team to complete the more than 40,000 square foot job ahead of schedule – beating the end date that Young had initially budgeted for by one and a half months.

Another incentive that helped keep the team on schedule? Cash bonuses. On every project that Birkshire Developments completes, they offer a cash bonus to the crewmembers if more than six rolls of membrane are installed per day.

“This was our first job using 3M Air Barrier with Permeable Backing 3015VP and I was surprised at how often I had to pay up! The guys hit the target more times than not – and that was with only a two-man crew. There were even a few days that they were able to install over 10 rolls of product, which had been unheard of before we tried out 3M’s products.”



Navigating Challenges

The detailing of windows, doors and other penetrations is another crucial part of construction projects. Even for those who are experts at flashing or sealing, certain hard-to-reach areas can prove to be a challenge.

The project in Halifax required Young’s team to handle everything from the overall window installation to the flashing. He knew his skilled crew would be successful from start to finish, but he wanted to ensure he was equipping them with a product that would help simplify the entire process and get the job done right.



Knowing this, he selected 3M™ Air and Vapor Barrier 3015 for the window flashing. 3M flashing accessories are extremely conformable and elongate in multiple directions, so you can get a good seal around corners and awkward shapes. They’re also compatible with multiple substrates so you have fewer worries about sticking to all the materials that come together in one place.

“Since we were also installing the windows on this building, we had absolute control over the application of the product to confirm there was no leakage. We really liked the strong adhesive because it allowed us to ensure that we had a complete seal on all of the windows,” said Young. “With 3M Air and Vapor Barrier 3015, we didn’t have to worry about adding too much additional product, so everything fit together perfectly.”

With high quality materials that streamlined the application process, the installation time was almost 50% faster than normal – satisfying everyone from Young and his crew to the developer.

Whether you’re facing extreme temperatures or complex penetrations, you need to know that you can rely on your products as much as you rely on your team. After implementing 3M’s Air Barrier products throughout the Halifax project, Young has found a secret weapon he can count on to Build Smarter. Any Day. Every Day.

To learn more about how 3M can help you build smarter, please visit www.3M.com/BuildSmarter.



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