

# Custom Brick Case Study



## Custom Brick™ Leads Luxury Car Dealer to Completely Re-Vamp Dealership Expansion Plans

A 100-year old brick building painted a distinctive yellow had long been a sort of odd landmark in the Illinois capital city of Springfield. Located just two short blocks from the looming state capitol and surrounded by brick buildings in almost every direction, the luxury Isringhausen BMW car dealership was confronted with a unique design challenge when it decided to renovate.



Scott Smith of Ceiling Supply, the Dryvit distributor, said the Custom Brick finish is what ultimately sold the dealership's owners on the Dryvit solution to their building retrofit project.

Seeking a way to restore the building to a look that would match the company's image as a luxury car dealership, Springfield General Contractor, Construx, presented Dryvit Outsulation Plus™ MD with Custom Brick finish to the owners. "Construx had a lot of experience using Custom Brick in the past, and they believed in the product. They also made a great case for why it was the best option for this project," Smith said. "Frankly, once the owner understood the advantages of using Custom Brick, including energy efficiency (20% - 30% lower utility bills, month after month), design options, time savings and cost, clay brick was not an option."

One of the selling points of the Custom Brick finish was the ease with which the applicator was able to create the look that the designer desired.

"They brought us some bricks and basically said 'match it,'" Smith said. "So we did and everyone was happy with the result."

The project architect, David Leggans of CDG Architects Engineers and Planners, a division of Construx, was also a strong advocate of the Custom Brick option.

"The building we were renovating had a lot of painted brick – and the brick was painted for a reason. The old brick exterior had experienced moisture problems and they painted over it to create the seal they needed. We could never have restored that old brick to anything close to what we were able to get with the Custom Brick finish, so we were all extremely pleased with what the product could achieve," said Leggans.

According to Leggans, the product offered other benefits as well.

"We use it (Custom Brick) on quite a few jobs because it affords us the opportunity to instill and enhance architectural elements on the project," Leggans said. "We also like that the Dryvit system underneath the finish provides a stronger, enclosed building envelope and it is something you can sculpt. It allows for a great deal of flexibility."

Utilizing a standard New York Brick template, the 15,000 square foot project easily passed the critical municipal design review and was warmly embraced by officials.

"It was an excellent solution for the dealership, and Custom Brick was easily approved by the city as a compatible exterior in the city's capitol district," Smith said.

The best testimony to the value of the Custom Brick finish came in the owners' decision of what to do next once the first retrofit was complete.

"The owners liked the results so much that they decided to retrofit another brick building across the street– the same building they had asked us to match," Smith explained.

One owner in Springfield, Illinois, at least, discovered that Custom Brick was a better value than the brick that clads so many other buildings in the neighborhood. With results like this one, it won't be long before hundreds more arrive at the same conclusion.

For more information about Dryvit Custom Brick, or any of the systems and products sold by Dryvit Systems, Inc., call Dryvit Customer Service at 1-800-556-7752 or visit us on the web at [www.dryvit.com](http://www.dryvit.com).

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