

How Can NRMCA Members, State Affiliates and Industry Organizations Support Building Promotion?

In September 2015, the NRMCA Board of Directors adopted a comprehensive building promotion plan to stem and regain concrete's loss of market share in the low/mid-rise buildings market.

There is significant evidence that the wood industry has been successful in wresting share away from concrete over the last decade in the mid-rise market. According to F.W. Dodge, concrete's share in this segment has deteriorated from 30% in 2004 to 22% in 2014, whereas wood's share has increased from 23% to 40% during that same period.

The detailed plan, lays out strategies to increase the share of concrete in low- and mid-rise residential and nonresidential construction by 50% in 5 years, from 22% share to 33% share.

There are three main strategies. The key strategy is direct project promotion where NRMCA, members and industry partners work directly with developers to provide technical support and design assistance with the primary objective of converting wood and steel designs to concrete. Two other strategies provide support including communications and advocacy. The detailed plan can be downloaded at www.nrmca.org/promotion.

The following are ways for NRMCA members, state affiliates and industry organizations can support the building promotion program:

1. Pass a Board Resolution – Support the building promotion program
2. Understand Change – Developers are using wood frame to building low- to mid-rise buildings
3. Be Entrepreneurial – Promote concrete as the material of choice for buildings
4. Use Industry Communication Messages – Reinforce the branding and messaging of the building promotion program (launching April 12, 2016)
5. Use Industry Resources – Use the promotional, technical and human resources available through NRMCA and its partners
6. Assist Changing Local Building Codes – Help NRMCA change local building codes that make building safer and more resilient
7. See Opportunities – Be the eyes and ears of the industry. Identify developers (your customers) who might be open to concrete solutions for their projects