



CASE STUDY

Simple Communication Tool Streamlines Quality Control in Weatherization Installations

Huber Engineered Woods » Charlotte, North Carolina



Neither rain, nor snow, nor sleet, nor hail shall cause ZIP System™ building enclosures to fail.

If Denise Gorski had a professional motto (and a penchant for rhyming), that would probably be it. As a regional technical manager for Huber Engineered Woods of Charlotte, NC, it's Gorski's job to make sure that the ZIP System of structural sheathing manufactured by her company is properly installed by general contractors and their subcontractors.

Used in residential and commercial building envelope construction, the ZIP System comprises engineered wood panel roof sheathing, wall sheathing, tapes, liquid flashing and underlayment that work together to provide durable, dependable building weatherization.

To ensure each ZIP System delivers on its promise, Gorski routinely attends project preconstruction meetings and visits project sites to monitor installations in progress. While on-site, Gorski records her observations and shares them with general contractors and installers so that any corrections

or adjustments can be made before construction moves to the next phase. For Gorski, catching installation missteps is critical, as any weatherization failures that are discovered after a building is completed and occupied are labor-intensive and costly to correct.

"When a ZIP System is being installed, I am in constant communication with the GC and installers to check that the changes that I'm noting during my site visits are being reviewed and implemented," explains Gorski. "This can be a really tedious process for me to track, and it's difficult for others to reference, especially installers in the field."

Until recently, Gorski was using a cumbersome combination of emails and digital slide presentations to share her observations with installation teams.

"Writing emails and making slide presentations to share things like photos, installation tips, corrections and instructions with the contractors was taking way too much time," recalls Gorski. "I wanted a faster, more




organized way to manage all of this information and an easier way for installers to find it and review it."

That's when Gorski's director introduced her to Duck Pro® by Shurtape® BR Code™ Scannable Solutions.

BR Code Scannable Solutions is a line of scannable labels that feature preprinted, dynamic codes. These labels can stick to virtually any object or surface and be scanned using a smartphone or other mobile device with a free app called BitRip™. Once a code is scanned, the user can connect digital information to the code in the form of photos, videos, documents, hyperlinks, voice memos and more, and it's all stored in the cloud. The user can then share the information with others who simply scan the same label with their own mobile device and the BitRip app. Code content can then be added to or modified according to each user's permissions, and each time the code is scanned, the app also captures a timestamp and the geolocation of the label.

What is the BR Code Scannable Solutions line?

Duck Pro by Shurtape BR Code Scannable Solutions is a line of scannable labels that features preprinted, dynamic codes. Codes can be stuck on virtually any object or surface and scanned using a mobile device and a free app called BitRip. Once scanned, the user can use the app to upload everything from photos, text documents and PDFs to hyperlinks and voice memos with information and instructions for a project or building material—then link that information to the individual code. Each code scan also generates a timestamp and records the geolocation data.

 [Watch the video to learn more about BitRip®](#)

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Goodbye to Slide Shows and Email Trails

Before using BR Code labels and the BitRip app, Gorski was mired in the task of taking photos of ZIP System installations and then assembling the photos into slide presentations that were emailed to project GCs and installers. Each photo illustrated an issue like panel hanging or taping that needed to be changed or fixed, and Gorski would add detailed instructions so installers would know what to do. The result was often a lengthy back-and-forth tangle that was difficult, time-consuming and inefficient to track and search.

“I knew there had to be a faster, more efficient way to manage these communications and make sure my notes and instructions were being reviewed and followed,” says Gorski.

After quickly learning how the new BR Code labels and BitRip app worked, Gorski implemented them into her process right away. She started at the preconstruction meetings by providing each project’s general contractor with a BR Code label that she preloaded with useful ZIP System information like installation instructions, photos and tips. To access and review the information, GCs and tradespeople

simply downloaded the free BitRip app to their own mobile devices and scanned the label using the app.

Once an installation was underway and Gorski started site visits, she added more labels around the site in areas where changes or corrections needed to be made. Installation personnel were then alerted to Gorski’s observations upon seeing the label, and they could access the information right at the site where the work was taking place.

Because the app was capturing a timestamp and geolocation every time the code was scanned, Gorski knew when her notes were being viewed. She also used the punch list feature of the BitRip app so that installers could check off tasks, like correcting sealant tape application or adjusting how the sheathing was hung, as each one was completed. Gorski also captured and shared instances of exemplary installation and offered praise for high-quality workmanship.

About Duck Pro by Shurtape BR Code Scannable Solutions

Duck Pro by Shurtape BR Code Scannable Solutions is an innovative line of tech-forward tape and label products resulting from the partnership between Shurtape Technologies, LLC, and Nastro Technologies, a tech startup specializing in asset tracking technology. Products include:

- Scannable Duct Tape Codes for indoor or outdoor use
- Scannable Paper Tape Codes for temporary use on multiple surfaces
- Permanent Scannable Labels for permanent indoor or outdoor use
- Heavy Duty Permanent Scannable Labels for applications that demand extreme durability and performance

BR Code Scannable Solutions is made in the USA and available through Shurtape distributors. The BitRip app is available from the Apple Store and Google Play.



According to Gorski, the best use of all so far has been for the construction of a mock wall. A mock wall is a freestanding wall that is commonly built before actual construction begins, and it is used by contractors to see how products interact with one another and to plan the application sequence. It also helps contractors understand and practice how individual items like cladding and roof and window transitions come together.

“I used to make mock wall binders,” recalls Gorski. “Now, I just stick a label at the mock wall build site and connect it to all the ZIP System information the contractors need for the practice build. The mock wall is really a homerun application.”

Installations Are Zipping Along

With the gains in efficiency and installation consistency BR Code Scannable Solutions has helped to create, Gorski has no plans to return to her old system of emails and slide shows.

“BR Code labels and the BitRip app have streamlined the quality control aspect of ZIP System installations for everyone involved, not just me,” notes Gorski. “Communication is so much faster. I can get information quickly to the people who need it, and I can manage my projects from anywhere, even from the car in between appointments. I also like that I can see each time a label is scanned because it tells me the installers are using the information that I provided.”

Gorski also notes that the BitRip app’s Spanish translation feature has been a bonus time-saver for GCs and installers whose primary language is not English.

“I’ve gone from sending dozens of emails and spending hours creating slideshows,” she says, “to sticking four or five coded labels around a worksite, scanning the codes and connecting installers to exactly what they need, right where they need it. It’s like this tool was created just for this task.”

BR Code™ is made in the USA and available through Shurtape distributors. The BitRip® app is available from the Apple Store and Google Play. BR Code™ Scannable Solutions could be used on protective helmets to document certifications and emergency information. Users should refer to hardhat manufacturer’s recommendation, site guidelines, as well as OSHA regulations, before placing adhesive stickers, labels and/or tape on protective helmets.


How to Use BR Code labels in 3 Simple Steps:

Stick. Scan. Connect™

Stick. Apply a BR Code label to an object.

Scan. Scan label code using a mobile device and the BitRip app to record the timestamp, capture the geolocation data and begin uploading information.

Connect. Create project teams, set notifications and share the information with others across your organization using nothing more than a piece of tape, a mobile device and a free app.

 [Get to know BR Code Scannable Solutions](#)

