

STCA Update

www.steeltruss.org

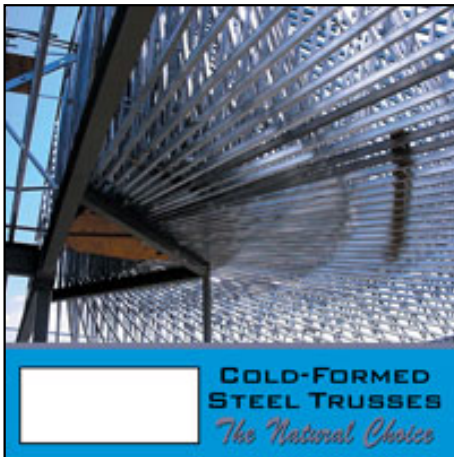
Tools that Support Market Development by STCA Staff

Developing a new market takes time and energy, but the payoff is high when you're filling a critical need in the marketplace. STCA's goal is to provide the support tools to help this industry build for the future.

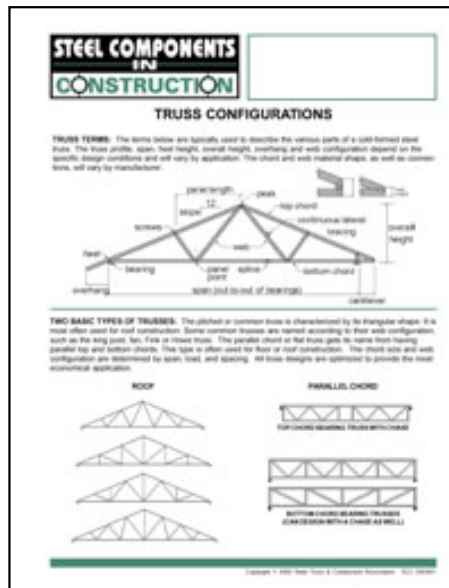
One of the key missions of STCA is to work with the resources it has to promote and advance the use of cold formed steel trusses and components. STCA has the strong desire to assist this emerging market in fostering the safe, economic and structurally sound use of steel trusses and related components, because everyone involved in this business knows two things:

1. The future of framing will use structural building components to reduce construction field cycle times, improve quality and durability, improve field labor efficiency and provide the lowest in-place construction cost.
2. Steel trusses and components have a key role in the future of the structural building component industry, because they fill a critical need in the market.

We also believe that the steel truss and component market is a new concept in relative terms and as such, the market's presence will take some time to become second nature in the typically tradition-oriented construction industry. Hence, the desire by all involved in STCA is to provide as much support as it can in assisting manufacturers that are involved in steel as this market grows and evolves. To that end, STCA has undertaken and completed the following projects to support those involved in the hard work of developing this very important market.



The STCA marketing brochure, **Cold-Formed Steel Trusses: The Natural Choice**, is a four-page, full color brochure to be used as a sales tool for builders, contractors and specifiers (e.g. architects and engineers).



Truss Configurations is a two-page, color sales tool to promote a variety of possible steel truss designs profiles. It also includes steel truss specific terminology so everyone can be talking the same language.



Fire Rated Cold-Formed Steel Truss Assemblies is a four-page color document listing summaries of fire assemblies as well as information on restrained versus unrestrained assembly use to help anyone specifying steel components understand their options.



STCA Specification for The Design and Manufacture of Cold-Formed Steel Trusses and Components is a four-page document downloadable from the STCA web site (in Word or PDF format) that aids in effective planning and communication. Key documents that facilitate effective planning and performance are the plans and specifications, which is why STCA developed its general specification.



Finally, on the marketing front, it is very important that all parties involved in the construction process clearly understand the roles and responsibilities of all parties involved. Hence STCA created its Standard Practices and Recommended Guidelines on Responsibilities for Construction Using Cold-Formed Steel

**Trusses and
Components:
STCA 1 - 2003.**
The goals of
this document
are two-fold:
to facilitate
good
communication
and to serve as
a guideline as
project
contracts are
developed. To
market steel
components
successfully,
you have to be
paid for all the
work you put
into the
project. A
good contract
as well as
relationships
based on
realistic
expectations
helps to ensure
you have been
fairly
compensated
for your work.

STCA continues to be a very small organization, which for its size has done several big things. Next month we'll cover the support STCA provides in the risk management arena. As this industry grows and a critical mass of support develops for the activities inside STCA, the possibilities for what STCA can do to support all steel truss and component manufacturers in growing their markets are limitless.

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