

STRUCTURAL BUILDING COMPONENTS MAGAZINE (FORMERLY WOODWORDS)

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NAHB Research Center Corner

In October of 1998, WTCA's Board of Directors approved \$25,000 in funding to the NAHB Research Center (NAHBRC) for 1999. This organization is working on several projects that will directly impact and benefit WTCA members. The NAHBRC will be submitting articles to WOODWORDS on a regular basis.

COORDINATED INDUSTRY EFFORTS ON QUALITY DEMAND ROLE FOR RESIDENTIAL DESIGN INDUSTRY

The topic of QUALITY is frequently heard in residential building industry conversations. Everyone seems to have their own definition of quality, and every segment of the industry is working to improve quality in the many and various parts of the new American home. One place in the industry is fast becoming the "home" of the movement to quality in the residential building industry. That place is the NAHB Research Center, in Upper Marlboro, MD.

There will be award programs in Dallas at the "International Builders Show" for the National Housing Quality Awards, and for the National Remodelers Quality Awards. Both of these recognize companies with an outstanding and company-wide commitment to quality. Quality in the building industry is a subject with many meanings and goals.

The quality programs at the Research Center are many, but the new effort to build bridges and improve communications between builders and their designers is especially noteworthy. This effort, titled REACH (Residential Engineers and Architects Council on Housing) is focused on beginning the residential quality improvement process with the design of the housing product.

It recognizes that a needed first step in improving the ability of the residential building industry to improve quality is for designers and builders to work together to develop the plans for a high-quality product. NAHB is working to provide builders with much needed research on products and systems that can result in more affordable and improved housing. The process of implementing that new research begins at the design phase of any project and the residential design community needs to be a part of those improved designs. REACH is striving to provide that information to the design community so it can become an integral part of the standard design for all new homes.

If you are a member of the design community and you want to know about using tomorrow's design tools today contact Deborah S. Adler at the NAHB Research Center at 800/638-8556, ext. 512; 301/249-0305 (fax). Ask how you can become a REACH subscriber.

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