

# A NATIONAL GYPSUM CASE STUDY

## 1/4" HIGH FLEX WALLBOARD

### SILVERCREST HOMES ADDS NEW CURVE WITH GOLD BOND® 1/4" HIGH FLEX BOARD

**PROJECT:** Silvercrest Homes Division of Western Homes Corp.—Corona, CA.

**PROJECT OBJECTIVE:** Successful introduction of Silvercrest/Western Homes' new 2,240 s.f. MO-8 Manor Estate Series to the West Coast manufactured housing market, featuring magnificent, competitively designed taped and finished curved wall and barrel-vaulted ceiling construction, using National Gypsum's new Gold Bond® 1/4" High Flex Gypsum Wallboard.

**GOLD BOND SOLUTION:** To construct the signature curved walls and ceilings of this semi-custom Manor Home series (retail \$100,000+), Silvercrest had traditionally used the more costly and less reliable process of wetting and scoring non-flexible board to achieve the home's tight-radius surfaces. Other alternatives were precast fiberglass-reinforced gypsum panels or lath and plaster.



*The spacious 2,240 s.f. MO-8 Manor Home by Silvercrest offers competitive design features not previously offered, including a 13-1/2-foot high barrel-vaulted ceiling in the foyer and master bedroom.*



*The new Gold Bond 1/4" High Flex Board was put to the test by the installation of the great room fireplace, whose curved columns, flanking walls and niche featured exceptionally tight radii.*

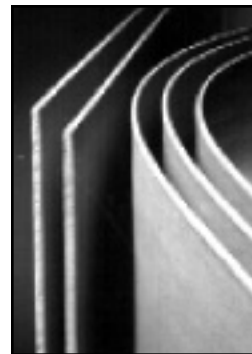
Use of the new flexible wallboard dramatically reduced the time and labor required by standard, non-flexible wall panels. The new High Flex Board installed and finished as easily as regular gypsum wallboard. Tapered edges allowed for quicker, easier joint compound application. The final surface—whether curved walls, arches, columns or ceilings—was easily primed for painting or spray texturing.

At the 1994 Western Manufactured Housing Show in Oregon, Silvercrest Homes' new MO-8 Manor Estate Series received both a Dealer's Choice and People's Choice Award.

**SILVERCREST PERSPECTIVE:** "We look for ways to differentiate ourselves from others, so we look to the site-built market for ideas. Our Manor Estate series now offers custom design features we couldn't have offered before, which will enable this model to be easily mainstreamed into the \$250,000 price-range neighborhoods on the West Coast," said Craig Fleming, Silvercrest's vice president of sales and marketing.



*According to Silvercrest, the new Manor Series can now be easily mainstreamed into the \$250,000 price-range neighborhoods on the West Coast.*



*National Gypsum's new Gold Bond® 1/4" High Flex Wallboard is designed specifically for tight-radius work such as curved walls, stairways, arches and columns, and is suitable for both inside or outside radii.*