

# Outsulation® Case Study



## Dryvit Helps Arkansas Architecture Firm Make Lasting Impression on Community



**Award winning project makes bold statement using Dryvit's Outsulation System.** First impressions are lasting impressions. More often than not, the first impression a business makes comes in the form of their building's appearance. For an architectural firm whose own building is representative of their

work, vision and capabilities, creating that first impression is critical to their success.

From all accounts, Hight-Jackson Associates, a leading architectural firm in Rogers, Arkansas, made more than an impression with their offices—the First Place on the Creeks building which is also home to Arvest Bank. They made a bold statement. And they did it using Dryvit's proven Outsulation. System.

Hight-Jackson Associates cited several important reasons for selecting Dryvit, including the compatibility, affordability, and flexibility of the Outsulation System and availability of highly skilled EIFS applicators in the area.

"Many of the buildings in our development employed EIFS and our property covenants required our design to be compatible with our existing surroundings. The cost savings over

**Project Name:**

First Place on the Creeks  
5201 Village Parkway  
Rogers, Arkansas

**Owner:**

First Place on the Creeks, LLC

**Architect:**

Hight-Jackson Associates, PA,  
Rogers, Arkansas

**Dryvit System:**

Outsulation

**General Contractor:**

Nabholz Construction  
Corporation  
Rogers, Arkansas

**Dryvit Applicator:**

Wortman Plastering, Inc.  
Rogers, Arkansas

**Dryvit Distributor:**

Architectural Solutions, L.L.C.  
North Little Rock, Arkansas

brick or stone were a major factor and a big advantage for selecting Dryvit. Most importantly, Dryvit's Outsulation System gave us the design flexibility we needed," said Liz Cox, Marketing Director for Hight Jackson Associates.

Hight-Jackson had to design the building to accommodate the irregular shape of the property. This resulted in many corners and varying degrees of angles throughout the building facade, explained Ms. Cox. The building's large four-story exterior made uniformity in the special color as well as the unusual application technique a very difficult task. "We wanted a unique color for our exterior that gave body and depth to our building's overall appearance. An off-the-shelf color was not acceptable. Dryvit provided us with the solution."

Working with Jeff Hyde from Architectural Solutions—Dryvit's distributor in North Little Rock, Arkansas, a number of different color samples were pre-tested before Hight-Jackson found the color that gave them the one-of-a-kind look they wanted. "Our challenging design features coupled with our special requirements did not lend themselves to using brick or stone," said Ms. Cox.

"Our building has been a significant selling point with our prospective clients. We've used it as part of our marketing plan to attract new business. We were fortunate to work with the outstanding applicators from Wortman Plastering here in Rogers. They did a great job. Jeff Hyde and the folks from Dryvit were extremely responsive to our needs. We would definitely recommend Dryvit to our clients for use on their own buildings to help them make the same right impression with their clients," added Ms. Cox.

The 31,000 square foot First Place on the Creeks building project has made quite an impression on the local community. The building received the Member Honor Award at the Arkansas Chapter of the American Institute of Architects 2000 convention as well as the Rogers Chamber of Commerce Award for Excellence in Community development.

## About Dryvit's Outsulation System:

Used on more than 300,000 buildings worldwide, Dryvit's Outsulation System is designed as a barrier wall system and is detailed to prevent water intrusion. As a technology, Outsulation continues to represent a major breakthrough in construction methods, materials and standards. Its light weight reduces costly structural requirements needed with conventional construction materials, and its ease of application speeds up project completion dates. The Outsulation System components include insulation board, which is a composite material that's environmentally safe, thermally efficient (R-4 per inch) and easy to size and shape. Dryvit's high performance acrylic adhesives are used to adhere the insulation board to an approved substrate. For strength and durability, a glass fiber mesh is embedded into the base coat on the face of the insulation board. Dryvit's highly regarded finishes (which are offered in a full spectrum of standard and custom colors with varying textures) are applied—providing the structure with a weather resistant barrier that is unmatched in quality.

For more information about Outsulation, or any of the systems and products sold by Dryvit Systems, Inc., call Dryvit Technical Services at 1-800-556-7752 or visit us on the web at [www.dryvit.com](http://www.dryvit.com).

