

Version 3



Why SuperForm

Educating Builders About Our Block



Building a better future.

superformicf.com

Outcome/Purpose of the Reference Guide

Educating Builders on What Sets SuperForm Apart

- ▶ You'll increase your knowledge of the SuperForm Difference
- ▶ You'll know WHY you should use SuperForm over other ICFs.

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SuperForm Products Ltd., November 2022, collected external data for this reference guide. This external data is collected from the following sources: competitive websites and third-party product certification laboratories.

Every effort has been made to offer current and accurate information in this reference guide, but errors can occur. SuperForm Products Ltd. assumes no liability or responsibility for any errors or omissions in the content contained in this reference guide. This information is provided "as is" with no guarantees of completeness, accuracy, or timeliness and without warranties of any kind, express or implied.



Why SuperForm

HIT THE PLAY BUTTON TO WATCH
THE WHY SUPERFORM VIDEO



Our Story

- ▶ Started in 1998
- ▶ Two Journeymen carpenters saw a better way to build the future.
- ▶ Initially used another block, but they were not happy; they wanted to build the strongest block on the market.
- ▶ Family and values-based company





TIE COMPARISON AND COST ANALYSIS

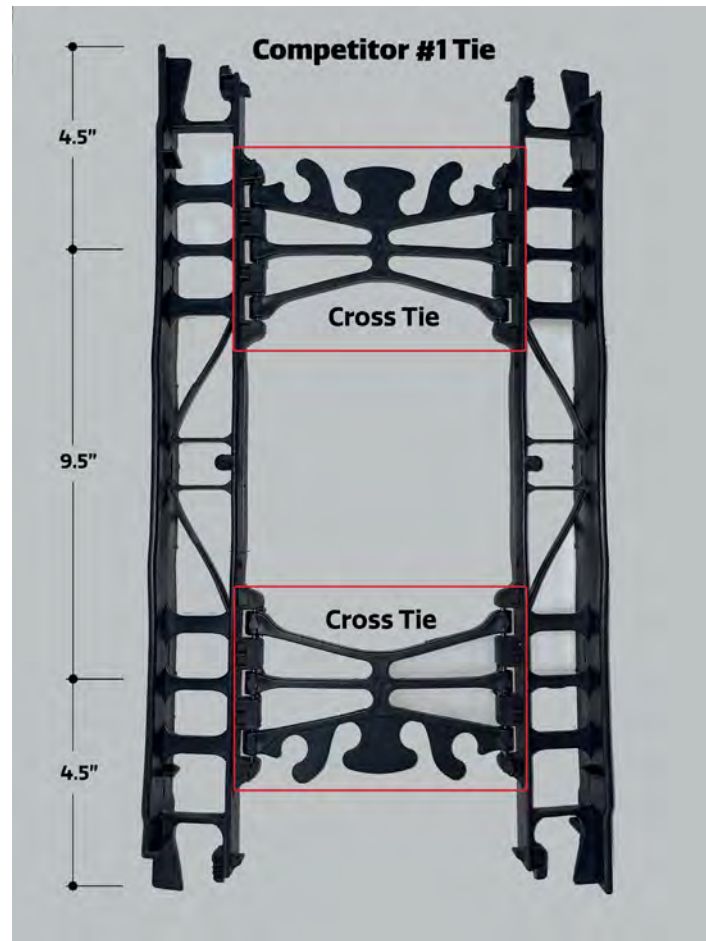
Comparing ICF Ties

Competitor #1: Tie Height, Tie Spacing, & Cross Ties

18" tall x 8" tie spacing*

1 tie per 1 sq. ft. of wall = 2 cross ties

*Measurements to the left include a 0.5" knob.

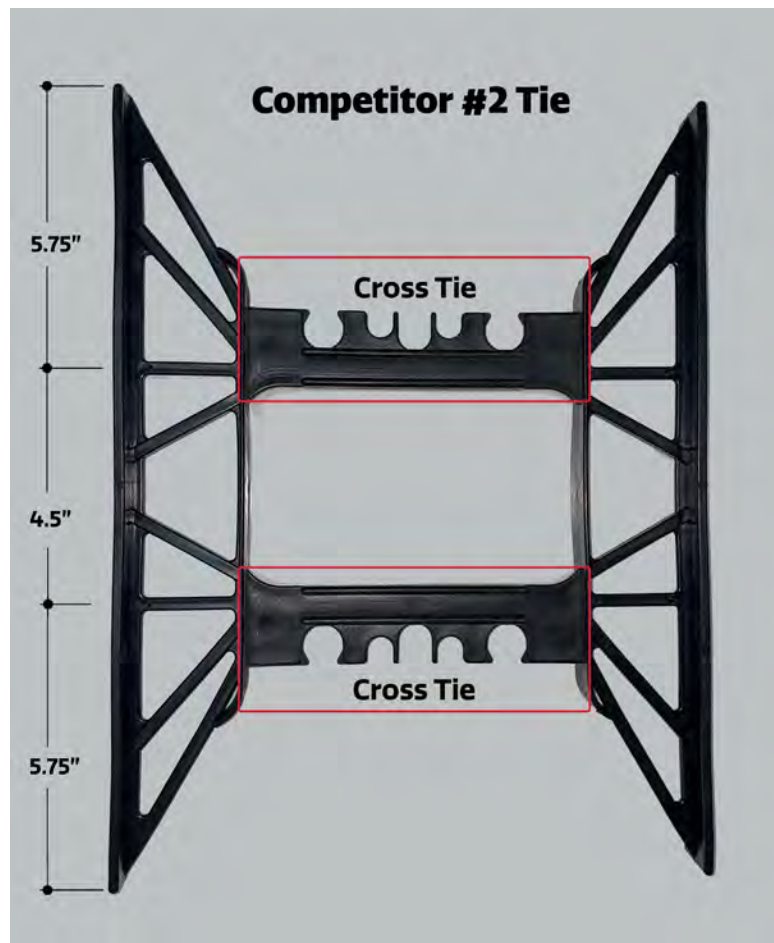


Comparing ICF Ties

Competitor #2: Tie Height, Tie Spacing, & Cross Ties

16" tall x 8" tie spacing

1 tie per 1 sq. ft. of wall = 2.249 cross ties

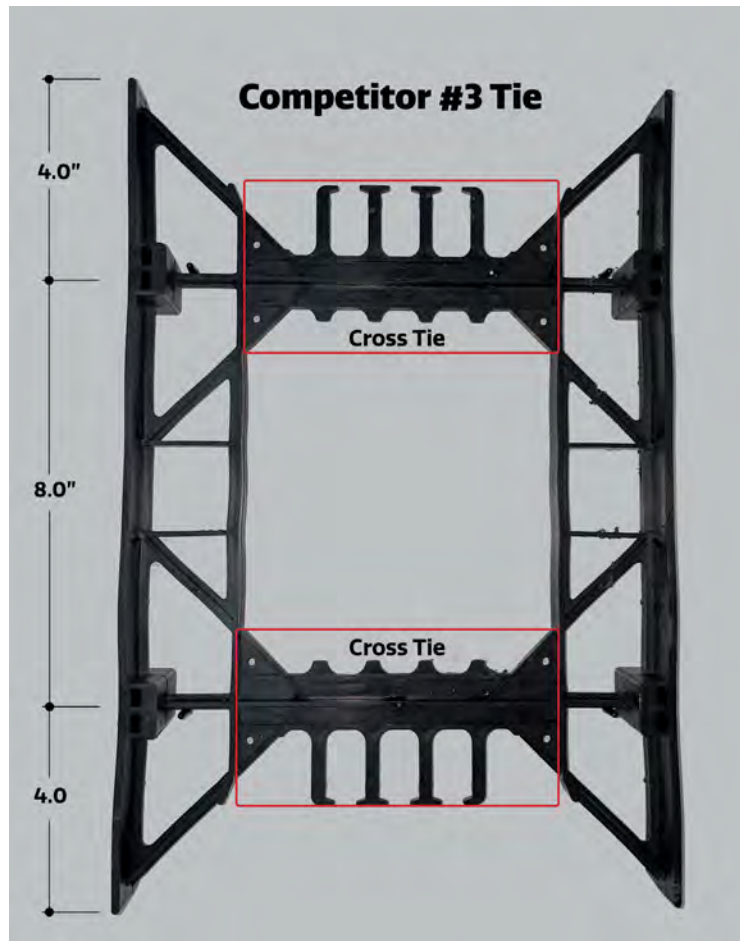


Comparing ICF Ties

Competitor #3: Tie Height, Tie Spacing, & Cross Ties

16" tall x 6" tie spacing

1 tie per 1 sq. ft. of wall = 2.998 cross ties

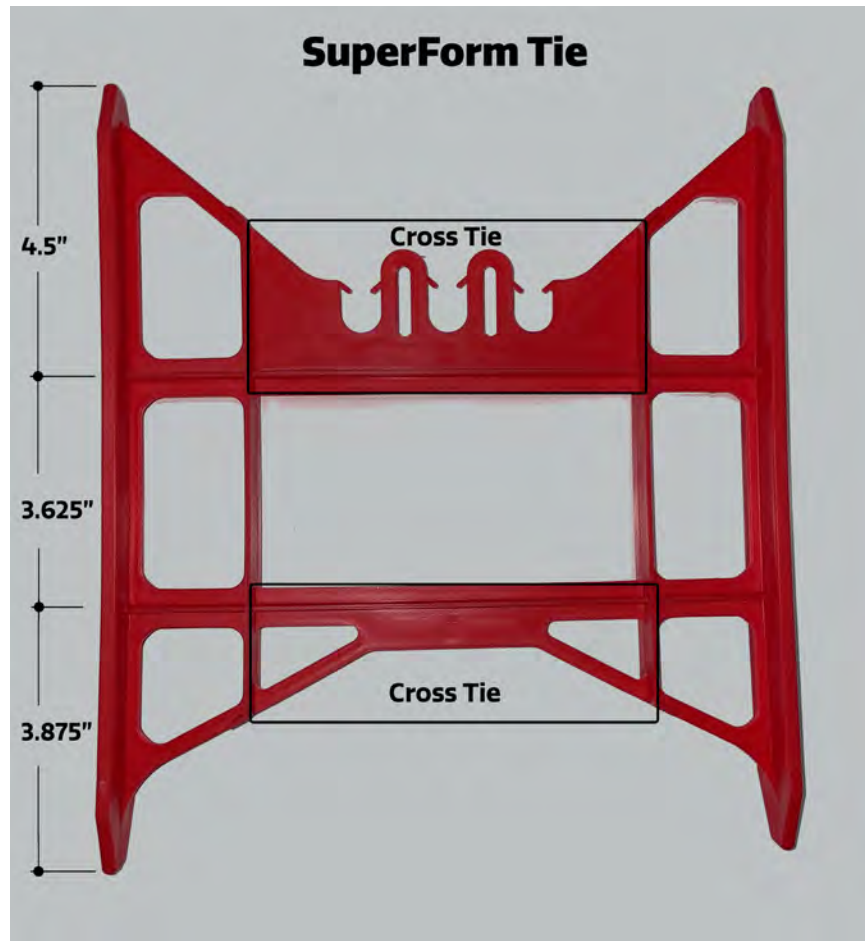


Comparing ICF Ties

SuperForm Tie Height, Tie Spacing, & Cross Ties

12" tall and 6" tie spacing

2 ties per 1 sq. ft. of wall = 4 cross ties

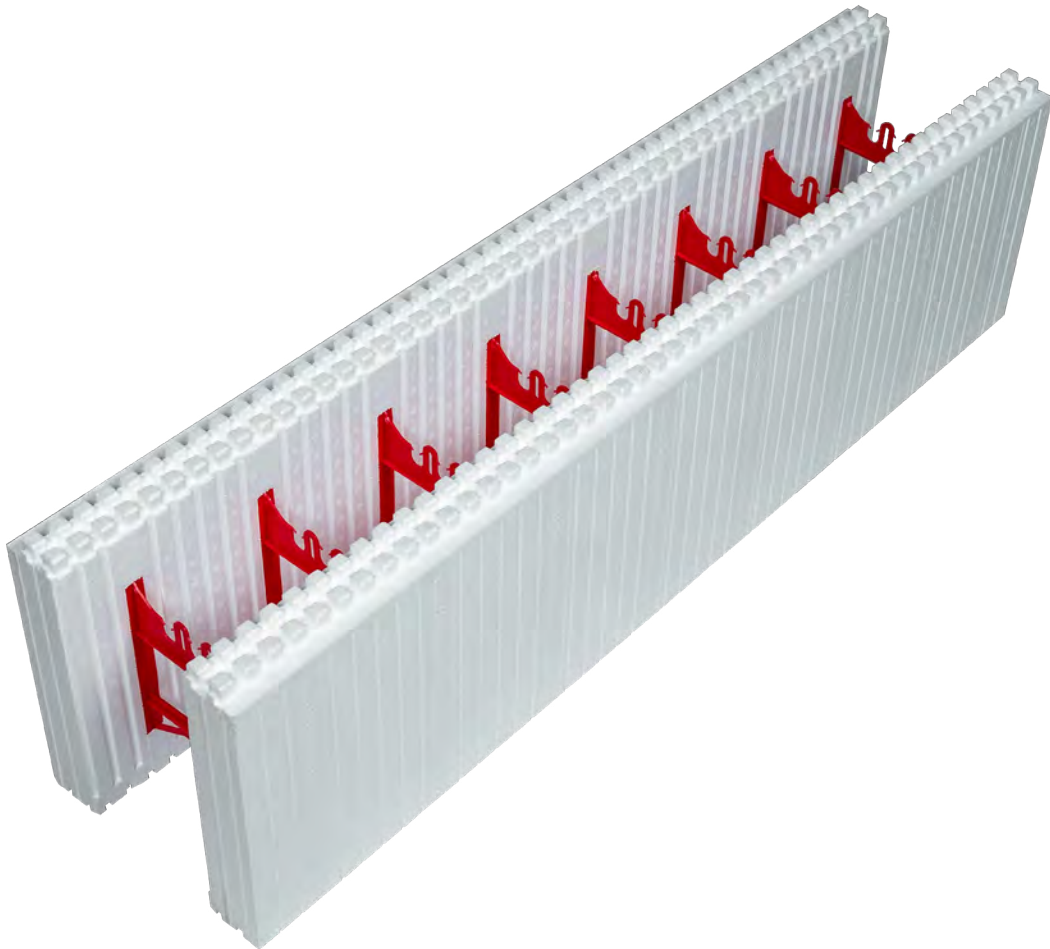


SuperForm Cost Analysis

Thicker/Robust Tie Flange + 6" Tie Spacing + 12" Tall Block = Stronger Block

- ▶ More cross ties/block
- ▶ 33% more plastic/block*
- ▶ \$0.75-\$1.00 more/block

*more plastic/block than 8" competitors



SuperForm Cost Advantage

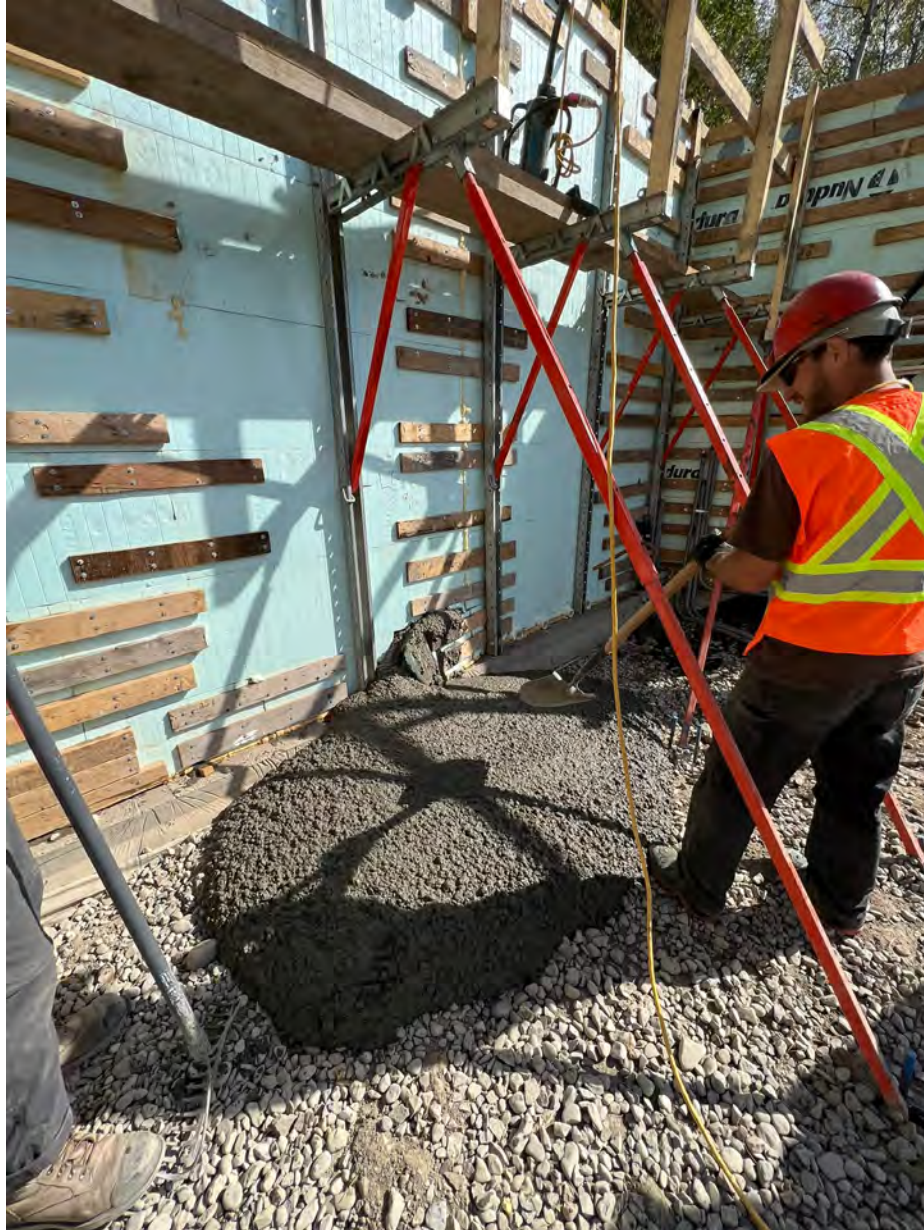
Controlling Accessory & Labour Costs

Minimizes the need for the builder to purchase additional accessories plus the labor required to install accessories.

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SuperForm Cost Advantage

Reducing Potential Costs of Blowouts





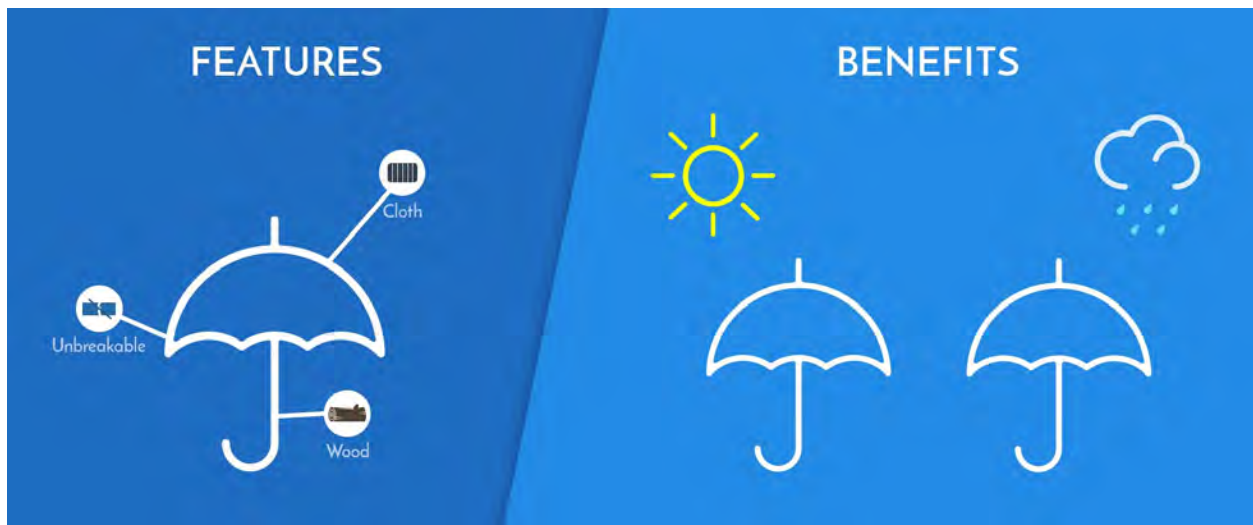
FEATURES **vs** BENEFITS

Features vs. Benefits

What's The Difference?

Features: An umbrella is made from a cloth that is waterproof, has a wood handle that you can grip, and is overall unbreakable.

Benefits: The umbrella shields the customer from mother nature, so they can be protected and not be sunburned or wet.



Why We Focus on Both Features & Benefits

You might not understand why SuperForm features matter.

- ▶ Features of SuperForm ICF are technical, like our **6-inch tie spacing** and **12-inch tall block**.
- ▶ At first, you likely have no idea why having the two features of 6" tie spacing and a 12-inch tall block matters to you. A benefit explains why you should care about these technical features of the SuperForm block.

You're looking for a solution to your problems.

- ▶ i.e. You want to find an ICF block that can mitigate blowouts during the concrete pour.
- ▶ **If we do not spell out the benefit behind 6" tie spacing and a 12" tall block, that these features COMBINED better handle the pressure of the concrete compared to the competition, you likely wouldn't have made the connection from feature to the solution you need.**

Bottom Line: We want to educate you on why SuperForm is the strongest block on the market.



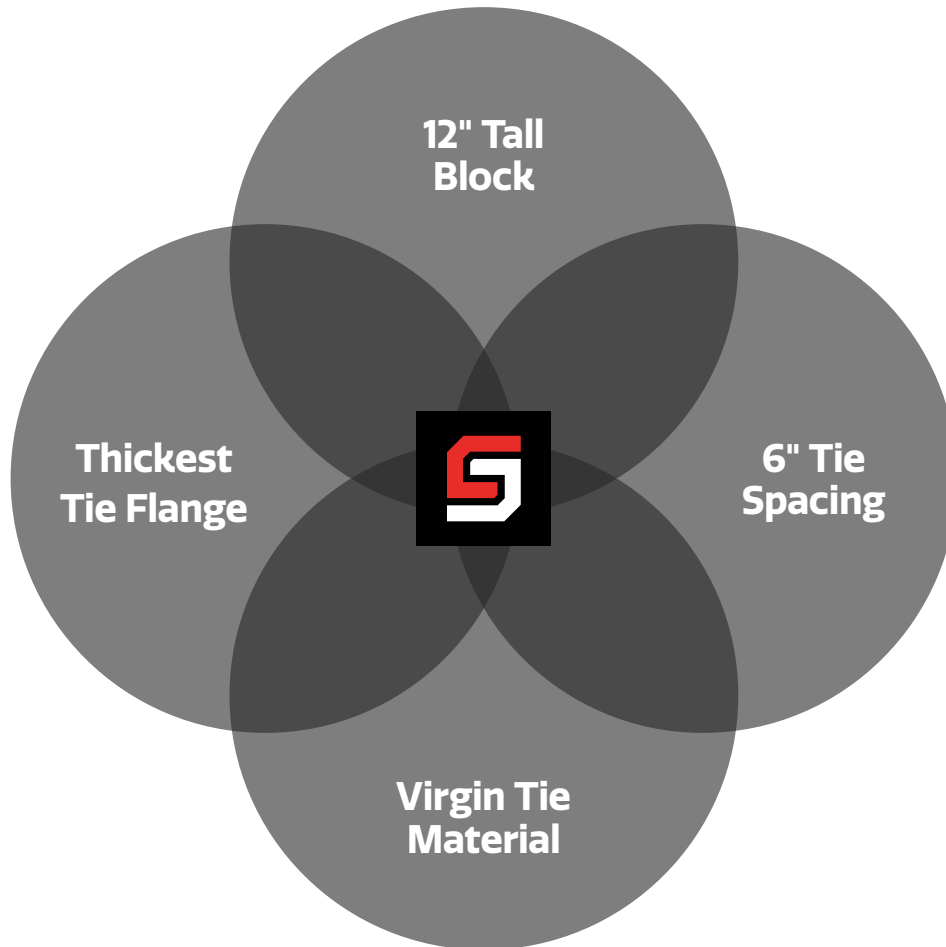
BRAND POSITIONING

Builders trust SuperForm as the strongest block in the ICF market that provides them with the most peace of mind.

Specifically, SuperForm is the best way to maximize builders' time and budgets.

Summary Venn Diagram

Features That Make SuperForm the 'Strongest Block'

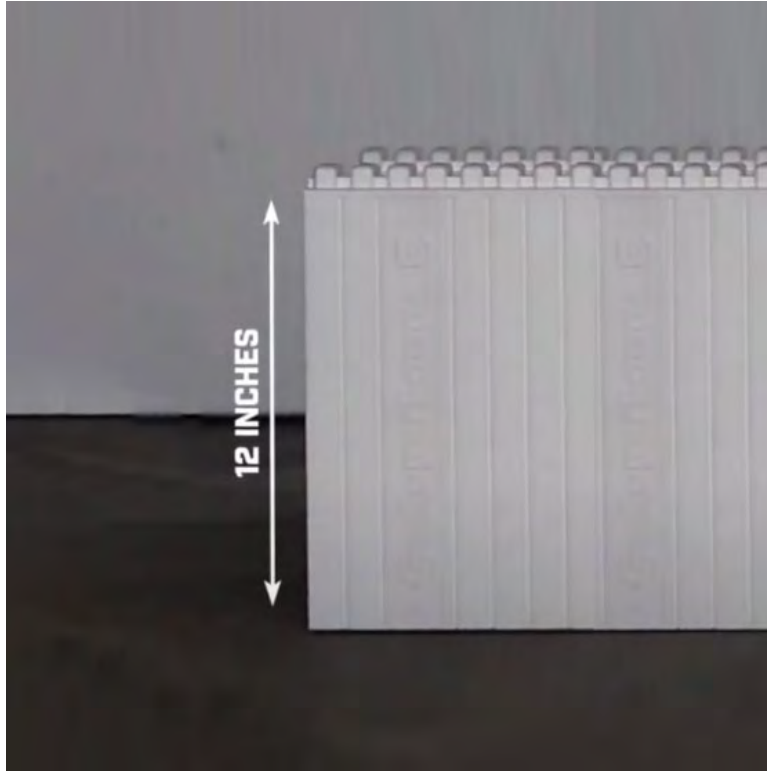


**Strongest Block
on the Market**



WHY DO THESE
FEATURES MATTER?

12" Tall Block → Ties Hold Less Square Footage of Wall per Unit



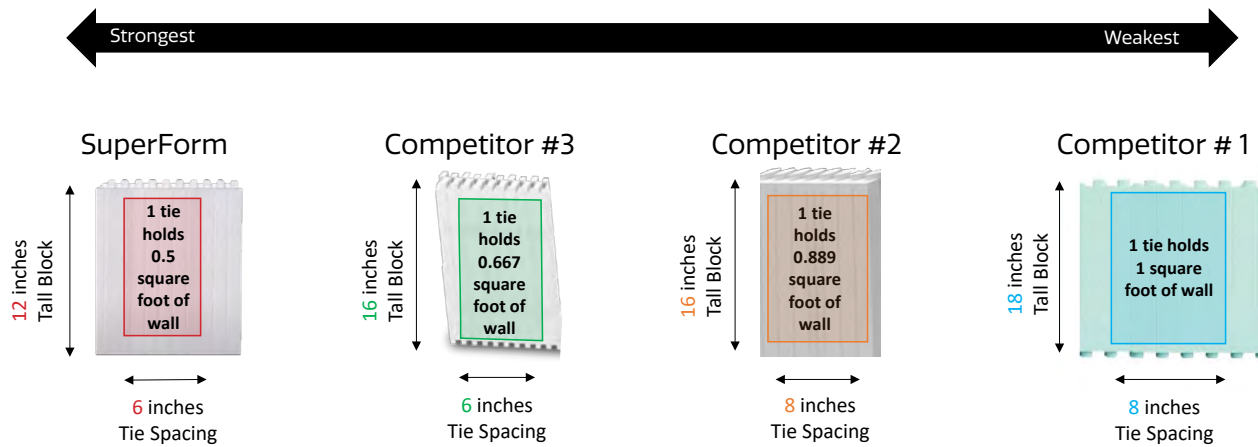
How does a 12" block make SuperForm the strongest?

- ▶ **A singular tie in a 12" block (with 6" core) holds ½ square foot of wall**
 - Competition (16"-18" block) is 0.89-1 square feet of wall. See the next page for comparison.
- ▶ **12" block has less bulging at block joints**
 - 25-55% more cross ties = flatter wall
 - Competitor taller blocks are more at risk of vertical and horizontal bulging.
- ▶ **12" block provides the option of a 12" rebar grid**

Why does this matter?

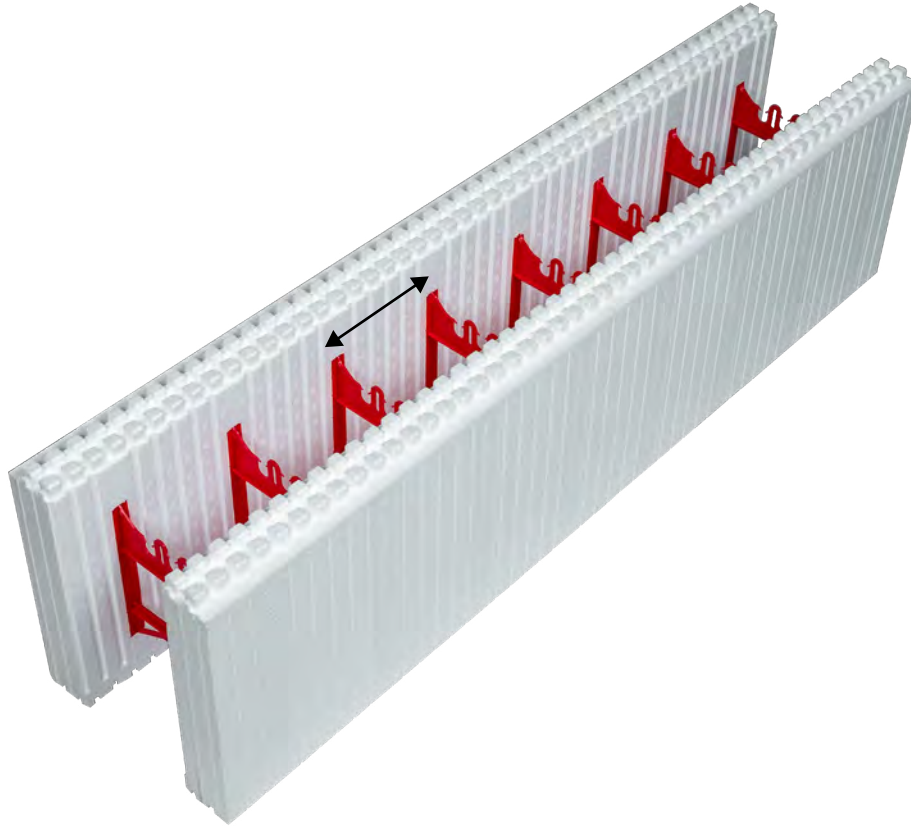
- ▶ Our ties hold less square footage of wall per unit
- ▶ One tie holding 1/2 square of wall has the least pressure points in a wall of any ICF, reducing the bulging and providing a flatter wall.
- ▶ Gives engineers more rebar options to create a stronger wall.

Competitor Comparison Tie Hold vs. SuperForm



More tie hold with the least amount of wall square footage used creates a stronger block!

6" Tie Spacing → Stronger With More Attachments



How does 6" tie spacing make SuperForm the strongest?

- ▶ **6" tie spacing = 25% more cross-ties vs. 8" tie spacing**
 - SuperForm 4' Standard: 8 ties
 - Competitor 1 and Competitor 2 tie spacing is every 8".
- ▶ **6" tie spacing = 25% more attachment points vs. 8" tie spacing = more plastic in SuperForm ICF.**

Why does this matter?

- ▶ The foam is the most vulnerable component that can break in any ICF block. More cross-ties ensure that the foam will be enhanced & fortified, making the overall ICF block stronger.
- ▶ Allows the occupant to have more "studs" to attach to compared to other ICF blocks and conventionally framed walls.

Virgin Tie Material → Higher Tensile Strength



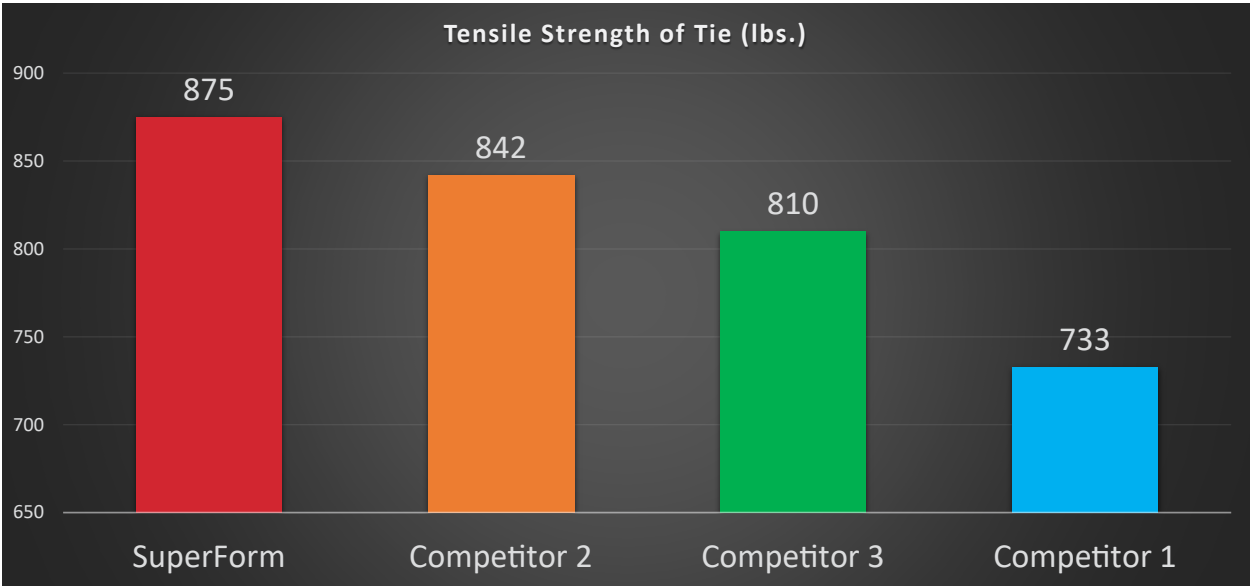
How does virgin tie material make SuperForm the strongest?

- ▶ The virgin polypropylene material of the tie exceeds strengths of over **850 lbs.** in our tensile tests (see next page).
 - Competitors recycled polypropylene material ties have lower tensile strengths.

Why does this matter?

- ▶ Higher tensile strength of tie better handles the pressure of the concrete compared to the competition, decreasing the risk of brittle ties.
- ▶ Virgin tie material creates a consistent tie strength on each tie vs recycled material used for ties.

Tensile Strength of Tie Comparison

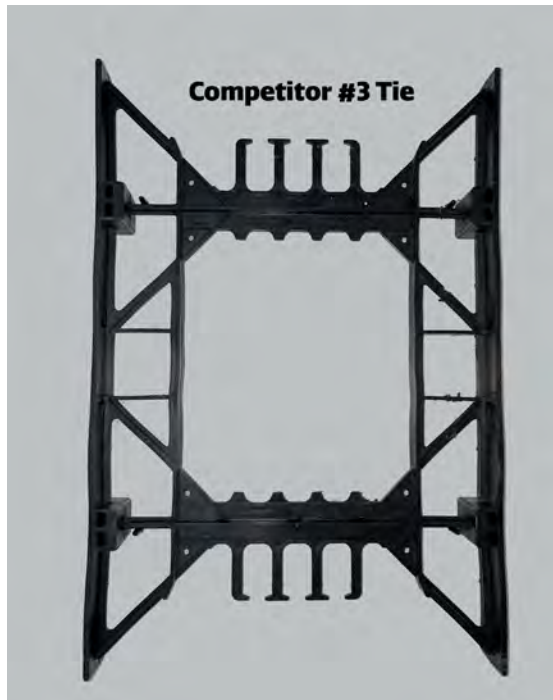


Sources: Data collected by SuperForm Products Ltd. from competitive website analysis and third-party product certification laboratories, November 2022.

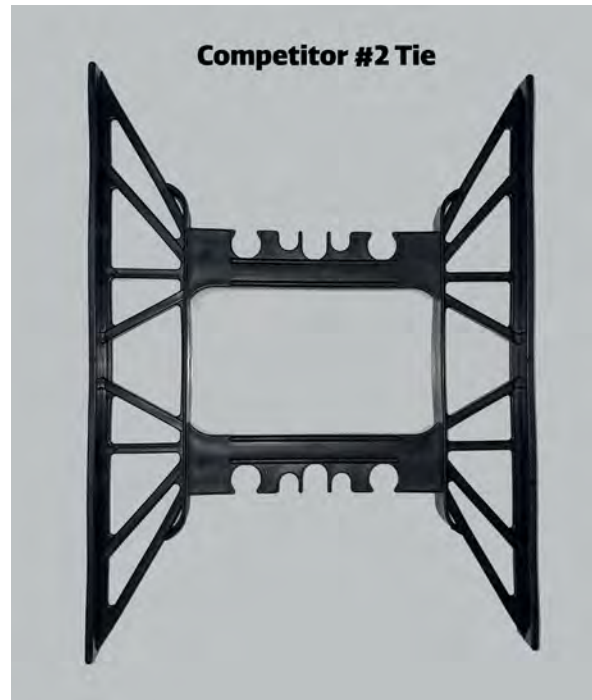
Tensile Strength Tests of SuperForm Tie



Tie Flange Thickness Comparison



Tie Flange: **4.45mm – 11/64"**



Tie Flange: **5mm – 13/64"**



Tie Flange: **5.4mm – 13/64"**

Thickest Tie Flange → More lbs/inch When Fastening



How does the thickest tie flange make SuperForm the strongest?

- ▶ **Our thick tie flange (6.75mm – 17/64”) holds up to 330 lbs. off one 2-inch deck screw**
 - Whether it's hanging drywall, kitchen cabinets, or a large flat-screen TV, our wall fastener withdrawal tests show up to double the strength of our competitor ties.
 - See next page for photo

Why does this matter?

- ▶ Provides builders with more confidence when fastening and attaching objects to a finished ICF wall.
- ▶ Ensures all wall attachments will be secured, minimizing the fear of stripping screws.

Thickest Tie Flange → More lbs/inch When Fastening



330 lbs. hanging off 1 tie flange with one 2" deck screw



Discovering the Advantages of the Red Tie

HIT THE PLAY BUTTON TO
WATCH THE ADVANTAGES
OF THE RED TIES VIDEO

MADE IN CANADA

Summary Chart of the 'Strongest Block'

What makes SuperForm the 'Strongest Block'?	How does it make it strongest?	Why does this matter?
1. 12" Tall block	<ul style="list-style-type: none"> ▶ One tie holds ½ square foot of wall, creating a stronger block. ▶ 12" block has less bulging at block joints ▶ 12" block provides the option of a 12" rebar grid 	<ul style="list-style-type: none"> ▶ Our ties hold less square footage of wall per unit ▶ A stronger wall = a flatter wall ▶ Makes the wall stronger & gives engineers more rebar options
2. 6" Tie Spacing	<ul style="list-style-type: none"> ▶ 6" tie spacing = 25% more ties vs. 8" tie spacing ▶ 6" tie spacing = 25% more attachment points 	<ul style="list-style-type: none"> ▶ More ties ensure that the foam will be enhanced & fortified. ▶ More "studs" = more places to attach to.
3. Virgin Material of Tie	<ul style="list-style-type: none"> ▶ The virgin material exceeds strengths of over 850 lbs. in tensile strength tests. 	<ul style="list-style-type: none"> ▶ Higher and more consistent tensile strength of the tie handles the pressure of the concrete better.
4. Thickest Tie Flange	<ul style="list-style-type: none"> ▶ Our tie holds up to 330 lbs. off one 2-inch deck screw 	<ul style="list-style-type: none"> ▶ Ensures all wall attachments will be secured, minimizing the fear of stripping screws.

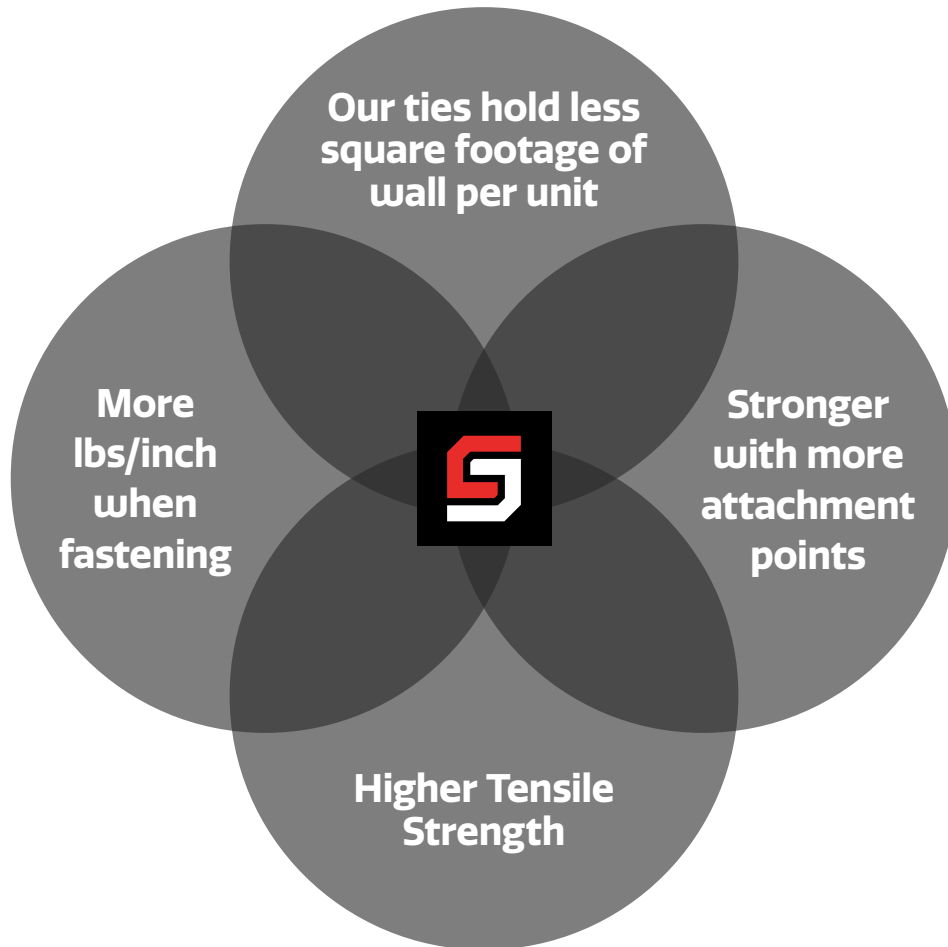


OVERALL, WHY DOES HAVING THE STRONGEST BLOCK MATTER?

Because SuperForm maximizes
builders' time and budget.

Summary Venn Diagram

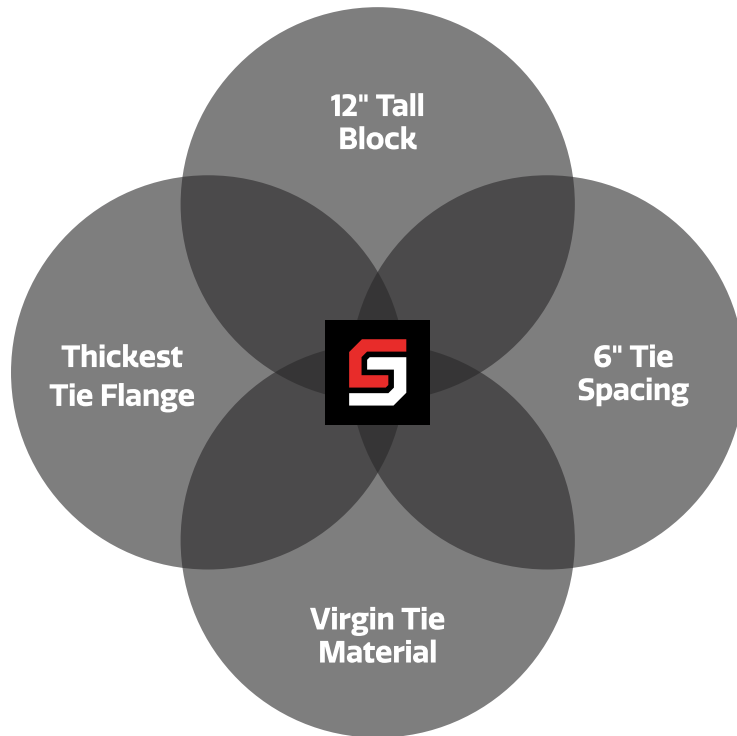
SuperForm Benefits that Maximize Builders' Time & Budget



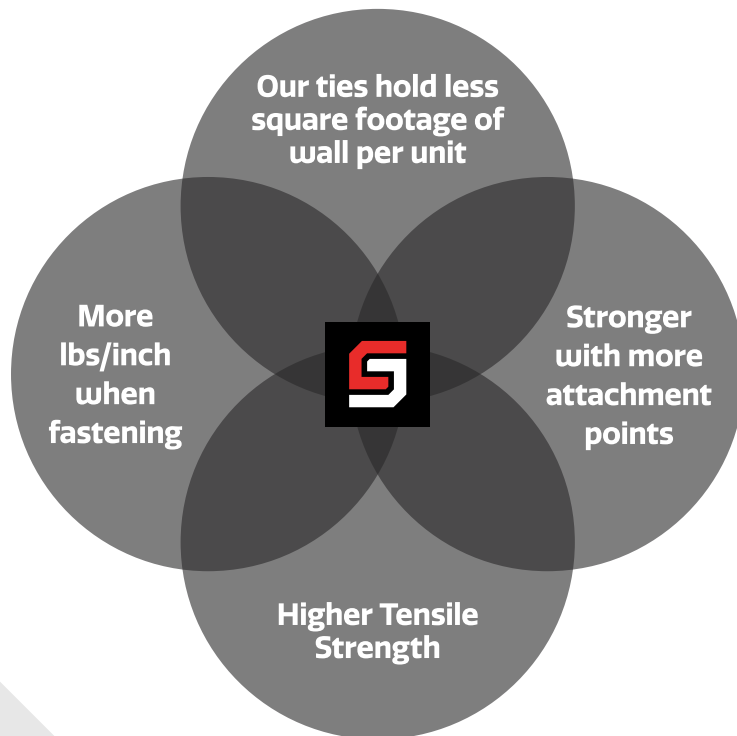
 **Maximized
Time & Budget**

Summary Venn Diagram

SuperForm Features & Benefits



**Strongest
Block**



**Maximized
Time & Budget**



HOW ELSE DOES SUPERFORM
MAXIMIZE TIME AND BUDGET?

SuperForm ICF

Features that Maximize Time and Budget

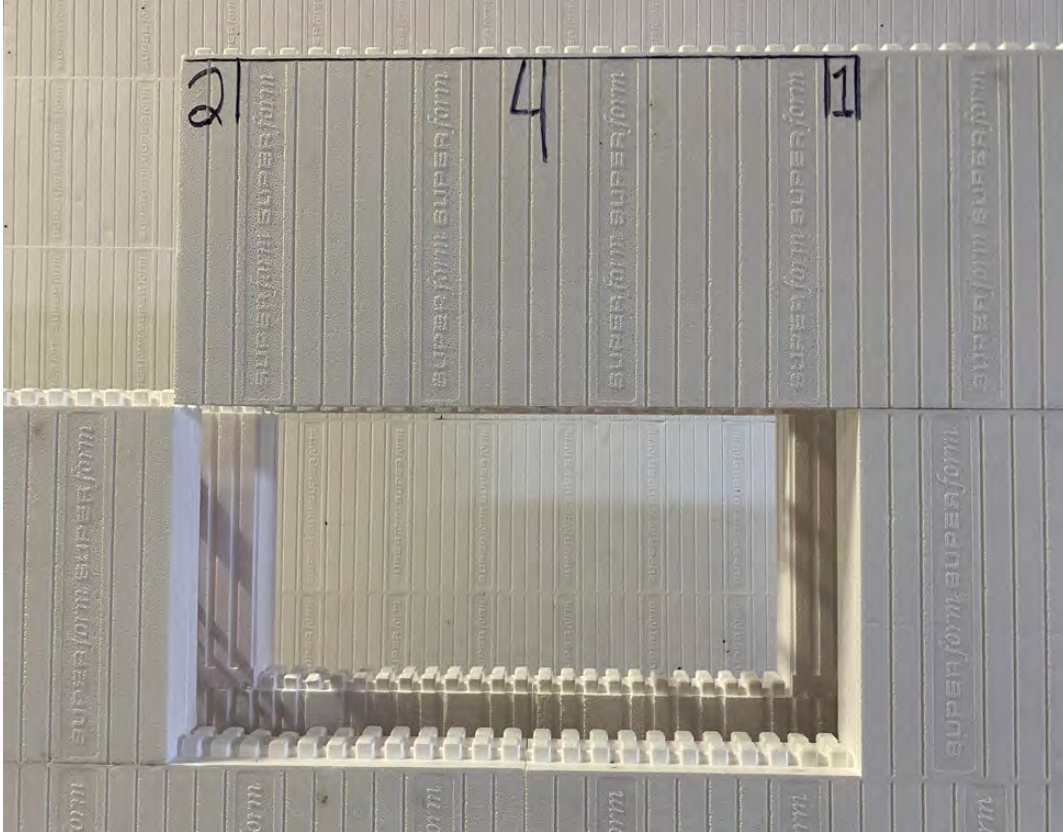


Bulletproof Corners

- ▶ Corners in the ICF industry have always been an issue... until now.
- ▶ SuperForm has a bulletproof corner **with a horizontal corner bracket** bridging the most issue-prone area in ICF.
- ▶ Not only is there an **additional fastening point**, but you'll have peace of mind when pouring concrete, knowing **the corner will better withstand the hydrostatic pressure of the concrete**.
- ▶ This corner bracket will also **reduce the need for additional support on the corner**, saving you time and money!

SuperForm ICF

Features that Maximize Budget



1" Repeating Cut Lines

- ▶ How does 1" repeating cut lines maximize your budget?
- ▶ Why:
 - SuperForm ICFs are designed with maximum design flexibility.
This allows you to match any plan on the job site
 - They are also designed to reduce waste.
 - We only have 2" of EPS on each side of the tie

SuperForm ICF

Features that Maximize Time and Budget



Grooved Inside Panel / Anti-lift Technology

- ▶ Our grooved inside panel is designed for better concrete adherence. Our panels lock concrete and EPS together making a connection that doesn't separate. The built-in anti-lift technology locks all blocks together.
- ▶ **This eliminates the need to tie or lock down each row, making your installation faster.**
- ▶ **Eliminates wire clips or zip ties from securing each row to each other.**

SuperForm ICF

Features that Maximize Time and Budget



Interlocking Knobs

- ▶ Our unique square knob design offers 35% more surface friction fit than other systems on the market. SuperForm ICF knobs create a horizontal connection so tight that there are minimal vertical joints spreading.
- ▶ Eliminates horizontal clipping corners and horizontal joints.

SuperForm ICF

Features that Maximize Time and Budget

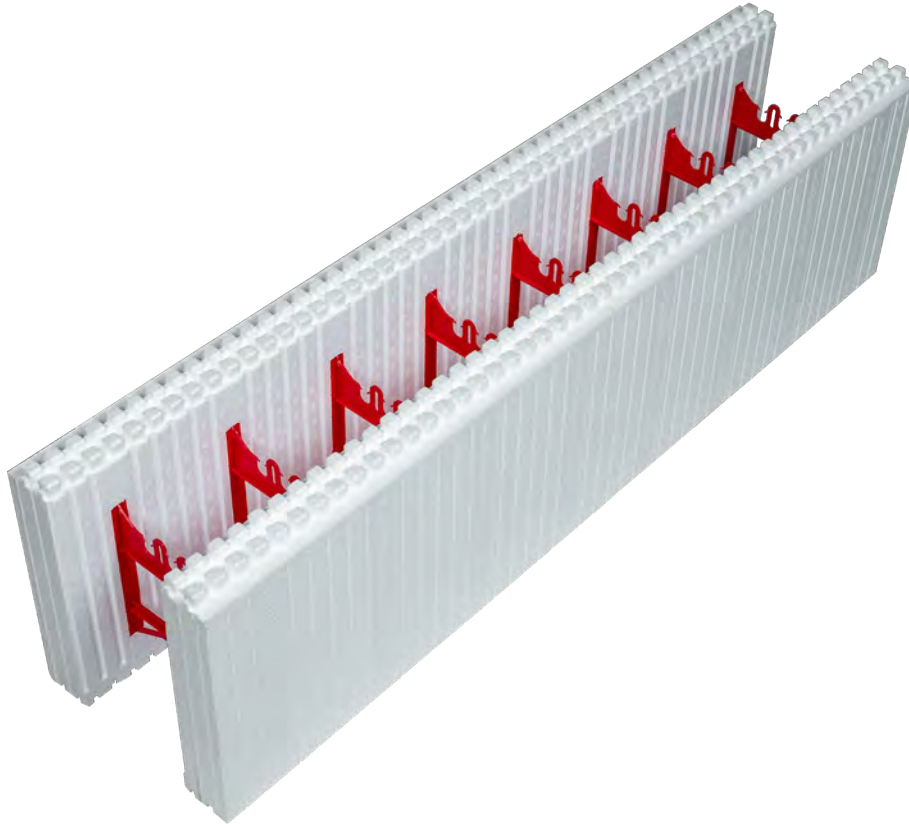


Maximum Bearing Foot Print / Non Reversible

- ▶ Our blocks are designed to be non-reversible (no knobs on the bottom of the block), which provides a maximum bearing footprint that hugs the footing during installation, making the stacking of our block go even faster.
- ▶ Eliminates kickers or foaming the block down to the footing, as well as FormLock.

SuperForm ICF

Features that Maximize Time and Budget



Standard Sizing

- ▶ Our standard sizing of 4' long x 1' high makes building and estimating extremely simple.
- ▶ Our lightweight block is very easy to handle by yourself, making it easier to work in trenches or toss up a block to anyone on the scaffolding.

SuperForm ICF

Features that Maximize Time and Budget



Bigger isn't always faster.

SuperForm ICF

Benefits that Maximize Time and Budget



Minimal Accessories Required = Less Labour Required

- ▶ Due to the unmatched strength of SuperForm, minimal accessories are required.
- ▶ While other systems require zip ties, wire ties, glue/spray foam, FormLock, kickers, or even applying plywood to every corner, SuperForm simplifies the ICF installation by maximizing your budget and time.

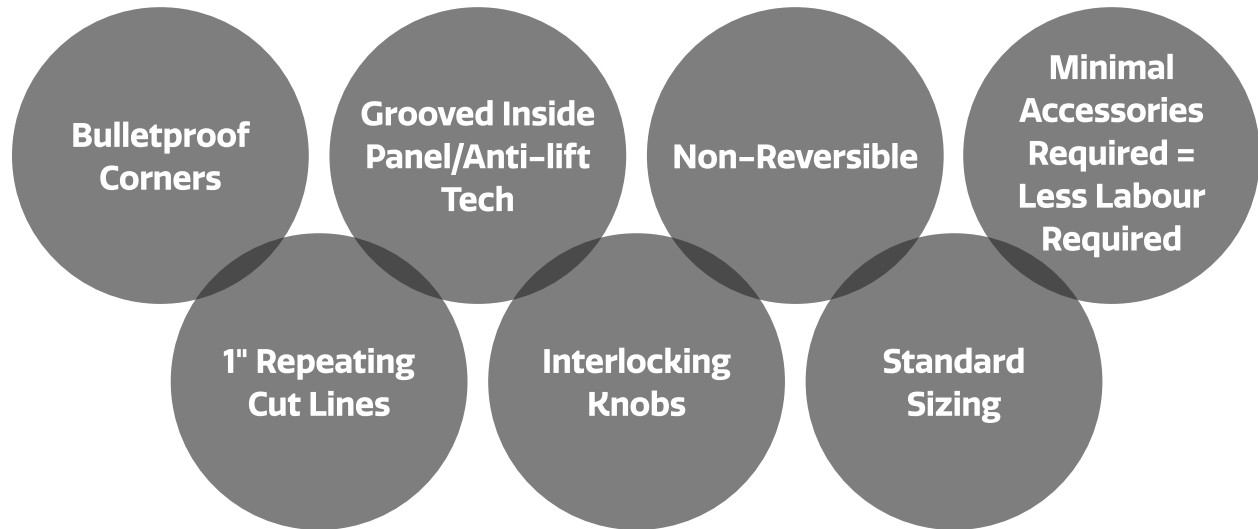
SuperForm ICF

Benefits that Maximize Time and Budget

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Summary Venn Diagram

Other SuperForm Features that Maximize Time & Budget





SuperForm ICF: Other Benefit that Maximizes Time & Budget

**Faster Installation Speed = More Completed
Jobs in a Year = More \$\$ in Your Pocket**

HIT THE PLAY BUTTON TO WATCH THE
LIVINGSTONE COLONY TIMELAPSE
ICF INSTALLATION VIDEO





The SuperForm Difference

HIT THE PLAY BUTTON TO WATCH
THE SUPERFORM DIFFERENCE VIDEO



Interested in stacking SuperForm or becoming an Authorized Dealer?

Reach out to SuperForm today.

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