



## Pier Park Retail & Entertainment Complex

Panama City Beach, Florida

**Project Manager**  
Winter Construction

**Drywall Subcontractor**  
Exquisite Builder



### Even Rainy Days Shine Bright for Retail Complex Contractor

Contractors and developers of multi-million dollar retail complexes have one goal: finishing the project on time and on budget. Rain, humidity and other unfavorable weather conditions often cause projects to take longer and cost more than anticipated. When Exquisite Builders was chosen to manage the construction of the Pier Park retail and entertainment complex in Panama City Beach, they chose Georgia-Pacific Gypsum products for the challenge.

Pier Park is a 900,000 square-foot (83,613 sq. m.) complex located in the heart of Panama City Beach and is designed to serve the growing residential community, exploding condo market, and more than six million tourists that visit each year. The waterside locale, while perfect for the complex, produced serious building concerns relating to moisture management during and after construction.

Exquisite Builders' choice for the multi-faceted project included DensGlass® Sheathing outdoors and other Georgia-Pacific Gypsum fiberglass mat Dens® Brand gypsum panels for the interior.

#### Gold rush

With the humid waterside climate, the goal to finalize the complex seemed impossible. Add to that an unusually damp fall and an early winter and the result is the perfect construction storm. With moisture damage and potential tear-outs on his mind, Keith Jackson, manager of Exquisite Builders and the Pier Park project, turned to Georgia-Pacific Gypsum DensGlass Sheathing. While not made of gold, the familiar color GOLD has set the standard in the industry as it can be installed and left exposed to the elements for a full year\*.

DensGlass Sheathing and other Georgia-Pacific Gypsum fiberglass mat gypsum panels are especially attractive in the retail and hospitality industries, where lengthy new construction cycles and renovation projects can be hampered by rain and other adverse weather conditions.

"It's so moisture- and mold-resistant that we can work in the rain, and once it's up, we don't have to worry about exposure," said Jackson, of the nearly one million square feet of exterior sheathing used on several buildings of the project.

#### On time and on budget

With moisture and weather-related construction problems at bay, focus was now on the goal of completing the project on schedule. Unlike paper-faced products, Dens Brand fiberglass mat products can be installed earlier, before dry-in, meaning jobs are completed faster and more efficiently, so that cash registers of the retail occupants of Pier Park will start ringing a lot sooner.

\*See [www.gpgypsum.com](http://www.gpgypsum.com) for complete warranty details.

Planning and estimating construction time and costs on such a large project is not an easy task. According to Michael Wolf, a field sales manager for Georgia-Pacific Gypsum, the ability for contractors to maintain construction schedules without having to worry about moisture damage or potential tear-outs enables them to more accurately plan schedules and rapidly complete all aspects of a job. "The reliability of our Dens Brand products is a real advantage for us," explained Wolf. "Despite rain, snow, sleet or sudden changes in weather, you can hang our products and reduce the risk of moisture damage."

Jackson of Exquisite Builders can testify to that, as a previous construction project in Florida was hampered by water damage from a repeatedly-faulty sprinkler system. In that case, nearly 1.2 million square feet (111,484 sq. m.) of Georgia-Pacific Gypsum fiberglass mat moisture- and mold-resistant product, DensArmor Plus® interior panels, emerged from the incident unscathed. "Despite all of the water in the building, we tested the DensArmor Plus drywall and it was fine—no water damage or mold," explained Jackson. "We didn't have to tear it out at all."

Exquisite Builder likes DensArmor Plus panels for other reasons. DensArmor Plus panels are GREENGUARD Indoor

Air Quality Certified® for low emissions of volatile organic compounds (VOCs), and listed with GREENGUARD as microbial resistant, too.

#### Tested and proven building solutions

With billions of square feet installed over the years, DensGlass® Sheathing delivers superior protection against moisture and mold when compared to regular paper-faced gypsum sheathing. The product integrates a water-resistant, treated core with coated, fiberglass mats front and back to provide superb protection from moisture damage.

Additionally, the proprietary manufacturing process embeds the fiberglass mats into the panel for DensGlass Sheathing to make an integrated unit that offers superb strength. It's resistant to rippling, buckling and sagging—even under humid conditions. In tests, DensGlass Sheathing exceeded standards for humidified deflection by a factor of five times over the standard for paper-faced gypsum sheathing.

These attributes are reasons why Jackson and Exquisite Builders have used DensGlass Sheathing and other fiberglass mat Dens® Brand products on numerous commercial construction and remodeling projects, whether they are as large as Pier Park or as small as Panama City Baptist Church. "We use it everywhere we can," he said. "I love it."

U.S.A.— Georgia-Pacific Gypsum LLC  
Canada — Georgia-Pacific Canada LP

#### Sales Information & Order Placement

U.S.A. Midwest: **1-800-876-4746**  
West: **1-800-824-7503**  
South: **1-800-327-2344**  
Northeast: **1-800-947-4497**

CANADA Canada Toll Free: **1-800-387-6823**  
Quebec Toll Free: **1-800-361-0486**

#### Technical Information

Georgia-Pacific Gypsum Technical Hotline  
U.S.A. and Canada: **1-800-225-6119**  
[www.gpgypsum.com](http://www.gpgypsum.com)



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warranty information. All sales of this product by Georgia-Pacific are subject to our Terms of Sale available at [www.gpgypsum.com](http://www.gpgypsum.com).

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**CAUTION For product fire, safety and use information, go to [www.gp.com/safetyinfo](http://www.gp.com/safetyinfo) or call 1-800-225-6119.**

**HANDLING AND USE—CAUTION** This product contains fiberglass facings which may cause skin irritation. Dust and fibers produced during the handling and installation of the product may cause skin, eye and respiratory tract irritation. Avoid breathing dust and minimize contact with skin and eyes. Wear long sleeve shirts, long pants and eye protection. Always maintain adequate ventilation.

Use a dust mask or NIOSH/MSHA approved respirator as appropriate in dusty or poorly ventilated areas.

**FIRE SAFETY CAUTION** Passing a fire test in a controlled laboratory setting and/or certifying or labeling a product as having a one-hour, two-hour, or any other fire resistance or protection rating and, therefore, as acceptable for use in certain fire rated assemblies/systems, does not mean that either a particular assembly/system incorporating the product, or any given piece of the product itself, will necessarily provide one-hour fire resistance, two-hour fire resistance, or any other specified fire resistance or protection in an actual fire. In the event of an actual fire, you should immediately take any and all actions necessary for your safety and the safety of others without regard for any fire rating of any product or assembly/system.

