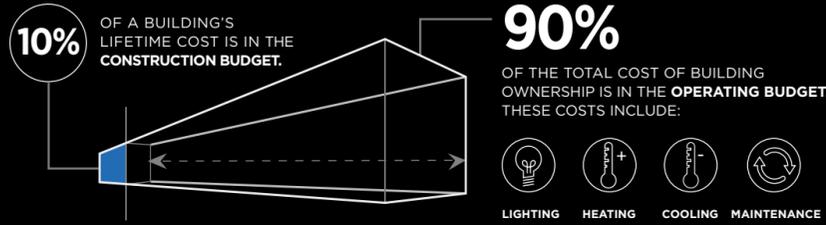


MAKE A DIFFERENCE.

When it's time to build, many decisions are based solely on the construction budget. But building owners are discovering that making smart choices in their initial investment pays off over the life of the building.



CONSIDERING THE IMPACT OF OPERATING COSTS BEFORE CONSTRUCTION PLANS ARE FINALIZED ALLOWS YOU TO FOCUS ON THE **TOTAL BUILDING OPERATING COST** FROM THE START, HELPING YOU MAKE MONEY OVER THE LIFE OF THE BUILDING.

\$1 IN ENERGY EFFICIENCY WILL GIVE YOU ...
INVESTED

\$6 IN TOTAL BUILDING OPERATING COST SAVINGS WHEN YOU BUILD WITH BUTLER.
BACK

ARE YOU READY TO BE A MAKER?

Build with Butler. Our collaborative, strategic approach will ensure we're the only building partner you'll need — from building design through completed construction.

Buildings aren't just structures — they're business decisions. The demand for faster and deeper returns is accelerating. The pressure to build sustainable, efficient buildings is increasing. An experienced Butler Builder® can help you understand and prepare for all of the variables that impact your total building operating cost.

Now is the time to make the decision to build a more efficient, cost-effective building. A Butler building.

Visit butlermfg.com/BeAMaker.



Blain's Farm & Fleet is a registered trademark of Blain Supply, Inc.

Butler® building products are constantly being improved; therefore, the information contained herein is subject to change without notice. Before finalizing project details, contact your nearest Butler Builder® or Butler Manufacturing™ for the latest information.

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Form No. 5526 02/14

MAKE THE DECISION

TO THINK DIFFERENTLY ABOUT THE COST OF YOUR BUILDING.



MAKE YOUR MARK WITH



Collaborating with Butler early in the process starts your construction project on the right foot, right from the start. We can help you build a more cost-effective, energy-efficient building by focusing on **three areas that drive costs.**

1 INITIAL DESIGN AND CONSTRUCTION COSTS

Focusing on the **total building operating cost** is a smart way to approach your budget. It's why our systems construction approach is designed to optimize your building envelope and make the most of your construction budget.



Our **value engineering model** ensures optimum use of raw materials, and our factory-punched panels and structural members make assembly faster and more accurate.



Our **design-build construction approach** uses proven processes to maximize communication, minimize confusion and put your entire project on the fast track to completion.



We employ **building information modeling (BIM)** technology to create a digital representation of your building. This fosters collaboration with the design team and helps shorten schedules and reduce overall in-place costs.

2 OPERATING COSTS

Once the construction dust settles, the true cost of operating a building becomes apparent. From fixed costs to utility bills, it's easy to see why focusing on the operating budget from the start can have such a significant impact on your project's bottom line.

Every dollar spent on energy efficiency for your building returns \$6 in energy savings — a 600 percent return on investment.¹ And in a typical commercial building, about 42 percent of energy is lost through roofs, walls, floors and foundations.

Cost-effective roof systems

The **MR-24[®] roof system** can help building owners reduce energy usage. Plus, our cool roof finishes can reduce cooling costs by up to 40 percent.

Buildings featuring the MR-24 roof system can be equipped with **SunLite Strip[™]** and **RetroLite[™] daylighting systems**. When combined with lighting controls, these systems can reduce lighting expenses by up to 70 percent. They've been so consistently successful that we can accurately determine when you'll make your money back in operating cost savings.



Energy-efficient wall systems

The **eShadowWall[™]** and **eStylWall[™] wall systems** feature a patented and tested assembly design that can significantly improve energy efficiency and reduce operating costs in new and retrofit applications.



Advanced testing

Our **proprietary analytic tools** compare the energy performance and payback of different Butler roof and wall assembly options based on initial construction costs, local energy costs, and typical operating and climate conditions.



The technology in our accredited **Guarded Hot Box** is unique in the industry and includes more than 300 sensors that accurately measure and maximize the thermal performance of all our roof and wall assemblies.

3 MAINTENANCE AND REPLACEMENT COSTS

Maintenance and replacement costs are significant expenses for building owners — and choosing a Butler building can be the first step to reducing these costs. Butler buildings have long life cycles and require virtually no maintenance. And they're more sustainable — with a high percentage of Butler components being made from recycled and recyclable steel.

Durable roof systems

The **MR-24[®] roof system** isn't just energy-efficient, it's also virtually maintenance-free and can reduce roof maintenance costs by up to 90 percent. And with 45 years of documented in-place performance, it lasts up to twice as long as conventional roofs.

Blain's Farm & Fleet[®] has locations across the Midwest, and its new stores average more than 130,000 square feet. Over the last 30 years, Blain's has installed more than 2.6 million square feet of the MR-24 roof system — and enjoys nearly nonexistent maintenance costs as a result.



A **major global retailer** has installed the MR-24 roof system on approximately 28 million square feet of distribution centers across the globe. The roofs average only \$0.0002 per square foot to maintain each year, virtually eliminating an often-overlooked long-term ownership cost.

¹Institute for Market Transformation. Code compliance. Available at: <http://www.imt.org/codes/code-compliance>. Accessed January 2, 2014.