

Steel costs high?

On multi-level buildings with brick veneers, you bet they are. A new study comparing Sto Insulated Wall Cladding vs. Brick Veneer creates an opportunity to save more than 50% in your cost of steel.

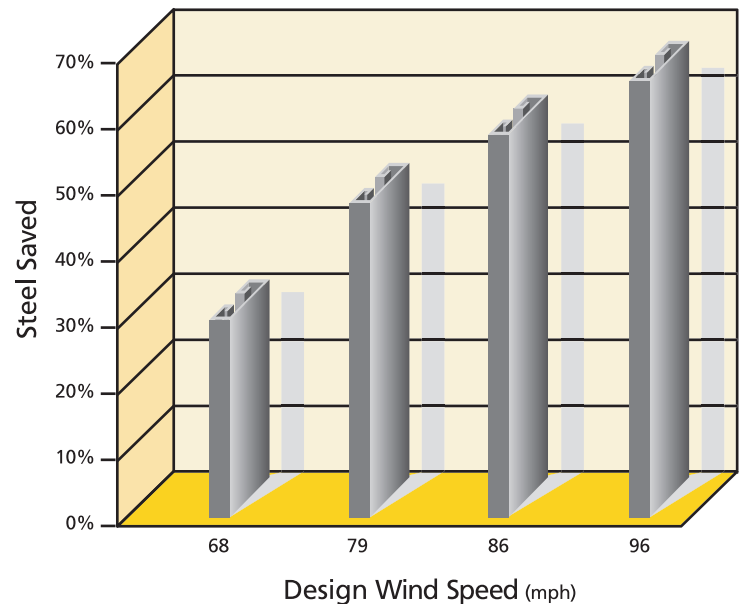


The more stringent wind load deflection criteria for brick translates into a requirement for stiffer back-up construction. This means heavier, thicker steel studs, or deep section-studs that cost more.

Conversely, because Sto Insulated Wall Claddings are relatively flexible, they require significantly less metal stud stiffness. This means lighter, thinner steel studs, or thin-section studs that cost less.

In fact, many designers impose more stringent wind load deflection criteria than L/600 for brick, and will use L/720 or L/1200. In these cases the cost savings realized with Sto Insulated Wall Claddings can be even greater.

**Steel Savings Potential:
Sto Insulated Wall Cladding vs. Brick***

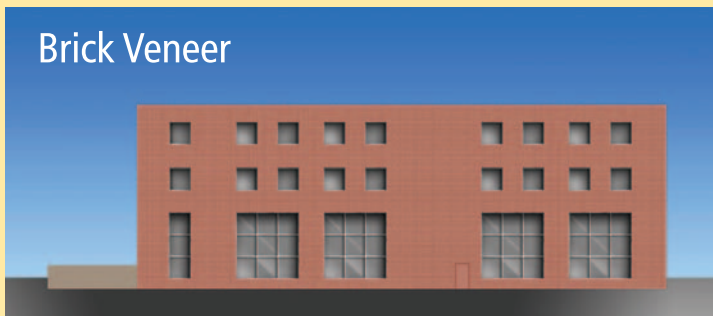


* 10 Foot Continuous Span Metal Studs and based on L/600 for Brick versus L/240 for Sto

Higher Allowable Deflection = Lower Steel Costs.



Assuming a span of 10 feet, the allowable deflection for Sto Insulated Wall Claddings is: $\frac{10\text{ft} \times 12\text{in}/\text{ft}}{240} = 0.5$ inches



The allowable deflection for brick is: $\frac{10\text{ft} \times 12\text{in}/\text{ft}}{600} = 0.2$ inches

A detailed independent study of Sto Insulated Wall Claddings (L/240) vs. Brick Veneers (L/600) in a prototypical 3 level office building (10,000 sq. ft., where the height of metal studs as a continuous span of 10'-0", for example) creates a significant difference in cost. The savings in non-load bearing steel studs alone can be more than 50%.

Sto Insulated Wall Claddings also beat conventional stucco.

Stucco can weigh almost as heavy on your construction budget as brick, as your building height increases. Stucco typically has a deflection requirement of L/360, but as your building goes up in height, the deflection requirements can become similar to that of brick.

The bigger the building the more you will save with Sto.

*Building owners, contractors, and design professionals using a Sto NEXt Insulated Wall Cladding System will not only realize great cost savings but will have buildings with a superior waterproofing/air barrier.

Additional savings of a Sto NEXt Insulated Wall Cladding System vs. Brick

- Initial installation costs
- Supporting steel costs
- Energy savings of external insulation
- Labor savings of lighter materials
- Increased available floor space as a 2" cavity is not required
- Protection from mold and mildew due to superior waterproofing and air barrier

* It is always important to design and construct with the appropriate flashings, sealants and other quality components.

Be a pro in the know...

...and review this important new data for yourself. Find the professional study at www.stocorp.com/eifsvsbrickvsstucco or contact your Sto representative for more details.

