



FROM THE SHORES OF CRYSTAL BEACH, TEXAS: MATERIALS FOR COASTAL CONSTRUCTION

Whether you're fishing from a pier, enjoying a sunset picnic, or simply taking in the view—Crystal Beach, Texas, offers a charming blend of relaxation and adventure. Landon Wright, owner and president of Prestige Custom Builders, has been visiting this vibrant community on the Gulf Coast since he was three years old. Now, he not only owns a home there, but he helps other people achieve their dream of living on the waterfront.

Prestige specializes in custom coastal homes ranging anywhere from 200 to 2,500 square feet. And building on a 27-mile stretch of peninsula comes with some specific challenges.



BUILDING IN A HURRICANE ZONE

The Texas coast regularly experiences erratic weather patterns, including high winds, major storms and hurricanes. Wind speeds can reach 60 to 70 mph with gusts of more than 80 mph. In addition to extreme weather events, Landon must consider the base flood elevation. Some of his homes are 25 feet from the water, with a base elevation of only seven feet. To meet and exceed the minimum height required by building codes, everything is constructed on pilings.

While the goal is to keep flooding to a minimum, building on the water means construction materials are always susceptible to moisture penetration. Prestige was looking for a reliable sheathing and weather-barrier system that would work in a high-humidity climate. While they had used traditional house wrap systems in the past, Landon wanted a better solution for his clients.

“... we do a lot of research on our materials that we use here on the Texas coast ... It's a totally different form of construction. So we do a lot of research as far as who we partner with, and we do a lot of that stuff at the IBS [International Builders' Show], and form those relationships there.”

Landon Wright, Owner/President, Prestige Custom Builders

TYPE OF BUILDING:

Residential

COMPONENT QUANTITIES:

245 Sheets of 7/16" ForceField® Panels
55 Rolls of 3.75"x90' ForceField® Premium Tape

DEVELOPER & GENERAL CONTRACTOR:

Prestige Custom Builders

LOCATION:

Bolivar Peninsula, TX

CHALLENGING PAST PERCEPTIONS

Landon took his search for the right materials to the 2022 International Builders' Show in Las Vegas, Nevada. There, he met Scott Collingwood, Territory Sales Manager for Georgia-Pacific Building Products. Before they met, Landon perceived Georgia-Pacific as primarily a mass producer of plywood and lumber. After talking to Scott, he learned that Georgia-Pacific also makes innovative building products that could help him mitigate risk from heavy rains and moisture damage.

Landon immediately started asking questions about ForceField® Weather Barrier System. He was interested in how it could improve the structural integrity of Prestige's homes on Crystal Beach. He decided to use the system on the exterior walls and the roof. The new system would save him time and money, as well as provide a seamless weather barrier for the entire building envelope.

“ForceField® System on the walls allows us to not have to worry about any wind-blown rain at this point. ForceField® System on the roof allows us to sit in there and work on our mechanicals, our plumbing, our HVAC and our electrical, knowing that the house is completely sealed from the weather.”

Landon Wright, Owner/President, Prestige Custom Builders

Landon could tell ForceField® Weather Barrier System was going to be a game changer for his projects. He appreciated that his crew could use the same ForceField® Premium Tape on the entire structure. They also wouldn't have to go back and reflash or add more building wrap around the sheathing. Since the Prestige team was often building 15 feet up in the air, not having to take down and put up scaffolding streamlined the building process, saving them money in the long run.

“My guys are able to apply it very easy, seamlessly ... The process is perfect.”

Landon Wright, Owner/President, Prestige Custom Builders

DISTRIBUTING TO A PENINSULA

As easily as Landon and Scott formed a good working relationship, they encountered their first challenge: getting the product out to the Prestige job site on Bolivar Peninsula. There are only two ways onto the peninsula—and Scott didn't want to cause Prestige any delays.

After doing some research, they decided that the best way to get enough ForceField® Panels and Premium Tape where they needed to be was through Georgia-Pacific's partnership with The Home Depot. It's been smooth sailing ever since: Landon's rep at The Home Depot makes sure they have plenty in stock for Prestige's projects, and Landon keeps them up to date on his upcoming builds.

CONTINUING THE PARTNERSHIP

Landon's partnership with Scott and Georgia-Pacific has continued to grow over the last few years. Because of his success with the ForceField® Weather Barrier System, he was open to trying other solutions in his homes. That's how Prestige started using DensShield® Tile Backer in their projects on a job-by-job basis, testing the product before integrating it fully.

Prestige was happy with the quality of the product and how it offers a built-in moisture barrier near wet areas like bathrooms and pools. They also liked the fact that it came in 4x8' sheets. The company began using it near kitchen sinks and in bathrooms, ultimately making the switch from cement backer board. Landon noticed that the product was lighter and created less dust. His crew could bring the material inside the home, only needing to score it and snap it for a quicker installation.

As Landon's business continues to grow, he plans to stick with Georgia-Pacific. If he ever has a concern, he knows he can just pick up the phone and get an answer from Scott right away. Georgia-Pacific also makes sure Landon stays up to date on the latest innovations coming down the pipeline.

“I think Georgia-Pacific is on the forefront ... We want to be some of the first to actually use these systems in our homes because we know what they stand behind ... and a lot of their values line up exactly with our values.”

Landon Wright, Owner/President, Prestige Custom Builders

