

FirmaFlex...Faster, better value than wood

(Based on time studies and cost analysis conducted by Amy Burton, Burton Designs)

STEP	FIRMAFLEX	WOOD
Project Preparation	Lightweight, easy to handle · Pre-cut sizes eliminate cutting larger sheets · Cutting is done on the workroom table using a rotary cutter and mat · Simpler cutting tools require less set-up time · Fast and easy	Sheet goods are heavy & difficult to handle · Lumber yard won't guarantee accuracy when cutting sheets to size, requiring additional cutting · Must be cut with heavy table saw in separate area apart from workroom
Pattern Transfer	Pattern pins easily into FirmaFlex · Smooth surface marks easily with pencil or fabric marker	Difficult to secure pattern to wood · Rough surface is not easy to mark on
Cutting Shapes	Jigsaw glides through material quickly, even around very tight curves	Jigsaw is harder to guide through wood, especially around tight curves
Sanding	Smooth cut edges do not require sanding	Extra step of sanding required
Clean up from cutting	Easy cleanup · No sawdust or airborne particles that coat surfaces · No heavy saws to put away	Sawdust and airborne particles coat surfaces · Excessive cleanup · Heavy tools to put away
Assembly	Half the weight of wood · Easy to handle when assembling · Clean, smooth material allows assembly on workroom table · No splinters · Can hot glue pieces together to secure before fastening · Screws do not require pre-drilling · Won't split or crack during assembly · Pneumatic tools can be used for assembly · Assembled in workroom and ready to upholster	Heavy, cumbersome · Rough, dirty material assembled on separate surface from the workroom table · Splinters · Wood glue takes time to set · Must pre-drill for screws to avoid splitting · Should use glue if using pneumatic nails to prevent twisting and warping · Must carry to workroom to upholster
Upholstering	So lightweight, easy to flip & turn while upholstering · Position fabric quickly and secure with push pins prior to stapling · Fabric repositioning is fast and easy · Staple puller removes staples quickly, without damaging fabric · Staples won't break off when removing	Heavy, laborious and time consuming to upholster · Push pins hard to use, don't stay in well · Fabric repositioning difficult · Staples difficult to remove and often break off, requiring removal with pliers · Fabric often tears when removing staples
Hinging	Self hinging by scoring · No hardware needed · Versatile hinge applications	Requires metal or fabric hinges · Metal hinges are application specific
Splicing	Splice is made quickly with hot glue and a "zipper" row of staples front and back · Spliced joint is strong and holds securely · No drying time · Ready to upholster	Splice with wood glue and staples or wood joiners · long drying time · Splice can be compromised if handled when glue is not fully cured
Lining	White color · Can eliminate lining if desired. Saves cost of liner, and time.	Must line with blackout to hide knots or paint white.
Installation	Easy for one person to install, even oversized treatments · Installation is fast due to light weight · Fewer brackets needed · Can increase income by installing more treatments per day	Heavy · Difficult for one person to install oversized treatments · More brackets needed. Less income potential with fewer installations per day

See next page for estimated cost savings using FirmaFlex

Estimate of Savings Using FirmaFlex

**Based on time studies and cost analysis
Conducted by Amy Burton, Burton Designs**

Using FirmaFlex to build a 48” wide cornice, billing at an average rate of \$30 per hour, workrooms could easily save more than \$50 on this one project alone vs. using wood.

Conclusions

- **Fabricating identical pieces using FirmaFlex vs. wood, the average workroom will spend nearly twice as long constructing the project from wood.**
- **Comparing the price of each material, FirmaFlex may appear to be more expensive to use, however it actually costs significantly less than wood when the entire fabrication process is considered.**
- **FirmaFlex cuts building time in half allowing the workroom to produce more work in less time.**
- **FirmaFlex offers workrooms the ability to fabricate treatments faster, increasing sales and profits.**