



BuildClean™ Product Background

Why it's important: BuildClean is an essential tool to ensure homeowner livability and satisfaction during remodeling because it removes 90 percent of the airborne dust generated in the remodeling process. Construction dust is the No. 1 nuisance issue during remodeling projects for the contractor and homeowner. Remodelers must take action every day to minimize dust because it is created during all phases of a renovation. About 90 percent of homeowners live in their homes during a remodel. The remodeler's effort to maintain a clean jobsite during the project is key to a homeowner's satisfaction and future referrals.

Why it's groundbreaking: The BuildClean dust mitigation business is a first-to-market construction dust control system for the remodeling industry. The system is designed to dramatically reduce airborne job site dust, and is built around the unique needs of the remodeling contractor and homeowner. Product development for the BuildClean system is based on knowledge of the pain points within the remodeling industry and extensive research to understand end-users needs, expectations and job site work flows.

Why current dust mitigation methods aren't working: Current dust management practices include: daily clean-up, the installation of barrier walls, use of vacuums and low dust building materials. These methods consume time, add cost and are not effective. Remodelers' primary method of managing dust is to managing homeowner expectations, emphasizing that no matter what actions are taken, construction dust will spread throughout their house. Market research shows that professional remodeling contractors are only moderately satisfied with their current dust control methods and 82 percent of the surveyed firms stated that, "Leaving less dust behind would likely improve overall satisfaction of customers." Of the homeowners surveyed, 85 percent confirmed this belief (according to BuildClean National Market Research).

How BuildClean works: BuildClean contains airborne dust in the job work area and then eliminates it. It keeps the areas outside the construction site cleaner and prevents dust from lingering in the client's home. The system draws air in through two particle-trapping filters, and returns clean air into the space. BuildClean's new 360-degree design and dual functionality helps maximize coarse and fine particle collection on the jobsite. It can exchange the air in a 6,000-cubic-foot room six times in one hour.

Why it's easy to use: The "no supervision needed" system acts as a contractor's best friend. Just plug it in, turn it on and go. Its advanced LED filter status monitoring and dynamic fan speed control maintain desired air flow for a specific workspace with minimal time and effort. As the filter loads, the fan speed increases.

Why contractors need it: Using the BuildClean Dust Control System gives contractors a competitive edge by dramatically reducing jobsite dust generated during the remodeling process, increasing homeowner satisfaction and resulting in increased quality and quantity of referrals for the remodeler. Construction dust is an emotional issue for the homeowner. Within the industry, it is called "Divorce Dust." Failure to control dust can cost the remodeler added time for call-backs, a lawsuit for any damage to electronics, the loss of repeat business and referrals, a diminished reputation and even greater job scrutiny.



Examples of dust-producing projects: At the start of a renovation, the demolition process produces countless pieces and particles of cement, silicates, lead, wood, insulation and dirt. From there, dust continues to pile up from sawing lumber, sanding drywall and cutting tile, countertops and flooring.

How BuildClean can build business for contractors: For professional remodeling contractors, the BuildClean system improves construction livability and customer satisfaction, which assists them in growing their business and bottom line through referrals as well as new clients. In fact, 77 percent of homeowners surveyed said they would be more likely to select a remodeling firm that uses BuildClean for dust management (according to BuildClean National Market Research).

Why homeowners are concerned about dust control: More than 90 percent of homeowners choose to stay in the home during a remodel, which means indoor air quality is a top concern for their family, children and pets. Today's homeowner expects and demands that a remodeling firm do everything possible to provide the highest level of "livability" during the project, which includes minimizing dust.

Dangers caused by lack of dust control: Remodeling and demolition dust can trigger asthma attacks, allergic reactions and problems for people with chronic obstructive pulmonary disease (COPD). Jobsite dust can also have an adverse effect on the health of pets that are in the home during construction. In addition, particles from sawing, scraping and sanding can contain hazardous materials such as asbestos, arsenic or lead.

Why contractors like BuildClean: It builds customer satisfaction and shows them that the contractor cares. Clients on major remodeling projects notice and appreciate the extra effort to keep their house clean. This will help the contractor in the long run with repeat business and referrals, which is why BuildClean can also be an ideal sales and marketing tool for businesses. BuildClean also makes it simpler – and less expensive – to clean up during and after construction jobs, and can pay for itself after about five jobs.

Why homeowners need it: BuildClean makes their homes much more livable during the renovation process. When dust is controlled, homeowners are more likely to be satisfied with the project. In addition, BuildClean can help protect the health of people and pets in the home during the project.

About BuildClean™:

BuildClean™ specializes in dust control solutions for contractors and homeowners. The BuildClean™ Dust Control System provides continuous and highly effective air filtration and captures many types of dust generated during remodeling projects, including cement, insulation, silica, lead, wood and drywall dust. BuildClean, a unit of Illinois Tool Works, Inc., is based in Schaumburg, IL.