

Be Proactive To Gain Market Share

On the heels of our Winter Roundtable in San Francisco, where much of the conversation focused on the promotion of the driven pile, I would like to comment on how we proactively attack the deep foundation competition in our region on a daily basis.

When a new pile driving job comes across my desk, the first thing we do is review the overall job, paying special attention to pile capacity. To stay competitive, we must reduce the owner's cost on the project. One way to do that is to determine if the designer has specified the most economical size and number of piles. In our area, deep foundation projects are consistently "under designed."

From The President
By Jim Frazier

Many times it is feasible and cost-effective to suggest either an increased pile capacity or reduction in pile size, both of

which reduce the cost of materials to the owner. Materials savings can total between 20 percent and 40 percent. And we all know that materials, especially when the job involves steel, is typically the largest part of the job's cost.

We have forged relationships with various geotechnical and structural engineers who we offer as consultants to help a structural engineer complete the design or redesign of a project. In our experience, many of the structural engineers specifying deep foundation projects in this area do not have much experience – or even much information – on driven piles. This makes it difficult for the driven pile to get a fair shake in the marketplace.

The ideal situation is to be involved in the project's design from the beginning. Almost every day I get phone calls from design engineers with questions on driven piles. For example, a large engineering firm in Denver contacted us for help with the foundation design for a power plant. We have a very good relationship with this firm, and its engineers now contact us frequently for advice. A well-designed driven pile foundation is often very competitive with other deep foundation alternatives.

So what can you do in your area to stay competitive and increase market share? Get proactive. Gather some driven pile resources and information about your company and mail it to the local structural engineering firms. Follow up on the mailing with a phone call to introduce yourself and offer your company as a resource for information. Be prepared to cite the amount of experience and success your company has had in driven pile foundations. Not all engineers will be receptive, but the ones who are will become valuable partners in our quest for increased awareness of driven pile solutions.

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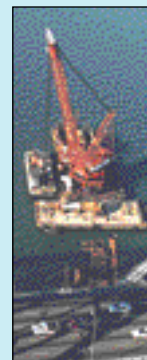


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