

CASE STUDY

BK Meets with Previously Unknown Supplier at BuildingsXchange – Uncovers Huge Savings

“Without BX, we wouldn’t have found BASF. BX provided the platform for us to engage long enough so that we could realize they had something we could use.”

Jay Rodriguez
Senior Director of Equipment & Facilities
Purchasing
Burger King



When Jay Rodriguez, the Senior Director of Equipment & Facilities Purchasing for Burger King, decided to attend BuildingsXchange (BX), he had a very specific goal in mind. *“We don’t have the time and resources that I’d like to be proactive. So what I was trying to find at BX was alternatives for the current use of technology on our normal buildings on a national level.”* Rodriguez knew that the roofing at several Burger King locations needed an upgrade and he elected to meet with 3 different roofing contracting companies. BASF was one of these companies.

Rodriguez said, *“The first thing I was trying to identify was cost savings. Being able to create more of a national program and not have to deal with regional pricing and then to find more consistency in the quality of the product was a goal.”* Prior to meeting with BASF, Burger King was using standard roofing which was generally contracted at a local level. Not only did Rodriguez want price and quality consistency, but he was looking for energy savings as well. *“Traditional roofing doesn’t bring anything else to the table.”*

Prior to BX, Rodriguez not only didn’t have a relationship with BASF – he didn’t even know they produced roofing. It is unlikely Rodriguez would have found BASF on his own because the problem he kept running into was that he simply couldn’t allocate the time or resources to proactively seek out solution providers.

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The Challenge: Said Rodriguez, *“the original concept for attending BX was to find a roofing contractor that could provide a national scope and give some consistency to the product. We also wanted to try to identify other energy savings benefits.”*

The Project: The typical roofing that Burger King used was time consuming to apply, created a negative sensory experience for Burger King customers because of the smell. It was also inconsistent in quality and price. As a result of the meeting at BX, Burger King used BASF on several stores to save time, money, energy, and allow for a better dining experience for customers during re-roofing.

The Result: *“The typical re-roofing job costs anywhere from \$35,000-\$40,000. BASF roofing saves us more than 30% of the typical cost in many cases,”* said Rodriguez. In addition to the money savings are time savings in the application. The standard re-roofing job takes between 4-5 days, but the BASF roofing only takes between 2-3 days and doesn't have a negative carbon footprint the way typical roofing does. Typical roofing, when discarded, would fill a couple of industrial dumpsters whereas the BASF roofing can be applied directly to existing roofing. Not even taking into account the earth-friendly process, Rodriguez said, *“I calculated that, thanks to BASF roofing, each restaurant will save at least 13% in energy costs.”*

Rodriguez considers his time at BX a success. *“Without BX, we wouldn't have found BASF. Under normal circumstances, it would have been a hit or miss opportunity. What [BX] does is position suppliers and decision makers in a more knowledgeable environment. You certainly reduce the time it takes to find out if it's a good fit or not. Now, because of BX, we'll be using BASF roofing on a nationwide basis.”*