

SBCA PRESS RELEASE

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FOR IMMEDIATE RELEASE

SBCA Announces Feature on *Inside the Blueprint*

IRVING, TX – January 14, 2025 – The Structural Building Components Association (SBCA) is excited to share its partnership with *Inside the Blueprint*, an award-winning B2B TV series airing nationally on FOX Business and Bloomberg News as independently produced branded content.

In 2024, SBCA and *Inside the Blueprint* worked together to produce a segment to highlight the length and breadth of the component manufacturing industry titled, *Offsite Manufacturing Practices: Increasing Housing Supply, Enhancing Jobsite Efficiency, and Reducing Construction Costs*. Over the course of several months, SBCA staff worked with Brandstar to craft a story and script to relay this information, followed by filming at JL Schwieters, an SBCA member component manufacturing facility with SBCA President, Jeff Taake, and SBCA Executive Director, Jess Lohse.

SBCA's goal with this television segment is to highlight the entirety of the industry and SBCA, and not any specific manufacturer, to showcase the advantages and benefits structural building components bring to the broader construction industry. This segment will be a fantastic tool that SBCA, its members, and the industry can use to promote the structural framing industry and advocate for the use of structural building components such as roof trusses, floor trusses, and wall panels to building designers, contractors, framers, home builders, legislators, the general public, and more.

Learn more about SBCA's segment at www.sbcacomponents.com/SBCA-in-the-News and www.insidetheblueprint.com/a-better-way-to-frame. Tune in to watch SBCA's segment on *Inside the Blueprint* airing on Bloomberg at 5pm EST on January 25, 2025, and FOX Business at 5pm EST on January 26, 2025, as independently produced branded content.

Inside the Blueprint®, is a fast-paced series that creates engaging educational content with partners focused on exciting innovations in the heavy equipment, hospitality, healthcare, and education fields, as well as advancements in smart city design, municipal construction, and the increasingly popular green building movement. Each episode explores four important aspects related to cutting-edge technology, products and services: The Inspiration, the Idea, the Process and the Impact. *Inside the Blueprint* creates comprehensive, visually stunning behind the scenes looks at how products are made and installed, and the far-reaching benefits they're having on the built environment — and the world.

About SBCA

The Structural Building Components Association (SBCA) is a trade association representing manufacturers of structural building components. Its membership also includes truss plate suppliers, original equipment manufacturers and resellers, computer software companies, lumber suppliers, builders, and professional individuals in various fields, including engineering, marketing, and management. SBCA provides services its membership needs to continue expanding the market share of all structural building components by promoting the common interests of those engaged in manufacturing trusses, wall panels, and related structural components; to ensure growth, continuity, and increased professionalism, which will strengthen the structural building component manufacturing industry's influence.

For more information, please visit: www.sbcacomponents.com or contact us at info@sbcacomponents.com | 608-274-4849.

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