



TOUR GUIDE



Integrated Consulting Services

The NAHB Research Center is a full-service product commercialization company that strives to make housing more durable and affordable. Bottom line, we help break down barriers and push new building technologies into the residential market. Find out how we can help your business thrive—tour our new laboratory and market research facility, visit our website or give us a call.

www.nahbrc.com
800.638.8556

Laboratory



Structural Testing

- Tension
- Compression
- Flexure
- 200,000-lb. capacity



Materials Testing

- Tension
- Compression
- Flexure
- Fasteners
- 11,000-lb. capacity



Scrub Machine

- ANSI Z124, Section 5.3
- 10,000 scrub cycles
- Evaluate surface wear



Izod Impact

- ASTM D256
- Impact strength



Plumbing Fixture Certification

- ANSI Z124 – Plastic plumbing fixtures
- Thermal shock
- 500 cycles 150°F to 50°F



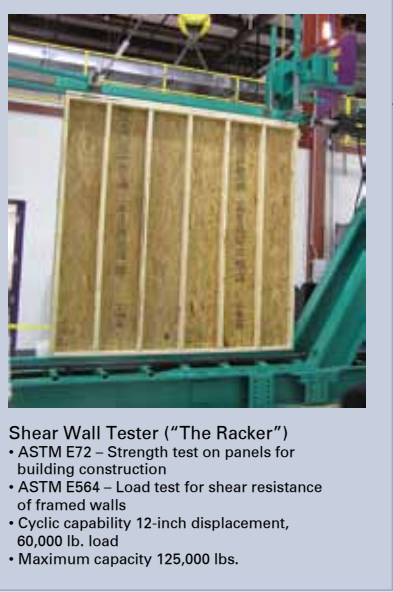
Whirlpool Hair Entrapment Testing

- ASME A112.19.7
- 5 lb. pull or less



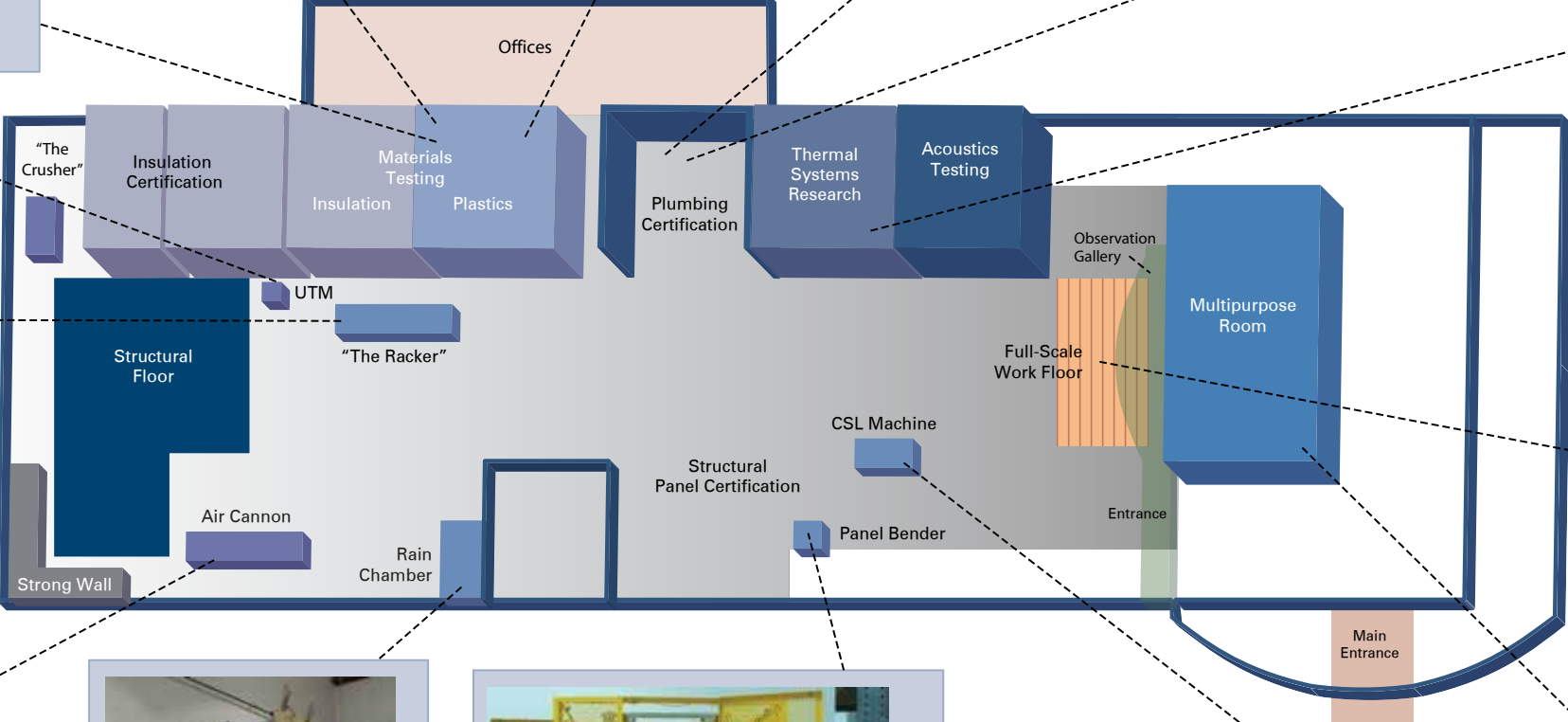
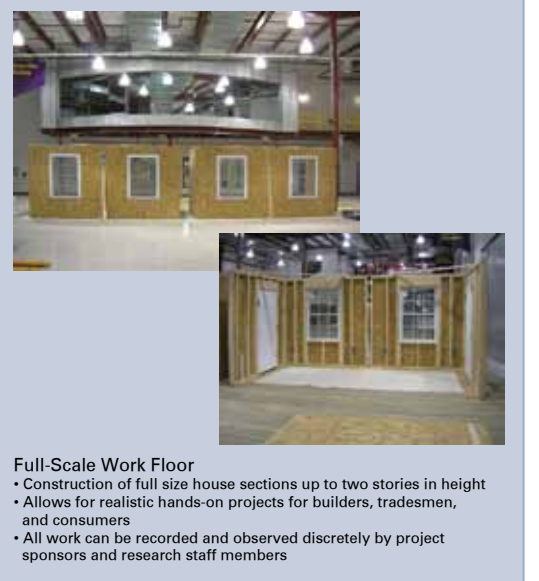
Thermal Systems Research

- ASTM C1363 – Thermal performance by Hot Box
- 9' x 16' sample size
- Rotatable



Shear Wall Tester ("The Racker")

- ASTM E72 – Strength test on panels for building construction
- ASTM E564 – Load test for shear resistance of framed walls
- Cyclic capability 12-inch displacement, 60,000 lb. load
- Maximum capacity 125,000 lbs.

Full-Scale Work Floor

- Construction of full size house sections up to two stories in height
- Allows for realistic hands-on projects for builders, tradesmen, and consumers
- All work can be recorded and observed discretely by project sponsors and research staff members



Wind-Blown Debris Simulator

- ASTM E1886 – Performance of exterior windows, curtain walls, doors, and storm shutters impacted by missiles
- Large missiles – 8-foot 2x4 at 50 fps (34 mph), 4-foot 2x4 at 40 fps (27 mph)
- Small missiles – 10 steel balls (2g)



Wind/Rain Chamber

- ASTM E330 – Uniform pressure
- ASTM E331 – Water penetration
- ASTM E283 – Air infiltration



Panel Bender

- Stiffness & strength testing
- ASTM D3043



CSL Machine

- Static & impact concentrated load
- ASTM E661



Multipurpose Room

- Flexible design allows room to be used for a multitude of purposes
- Perfect for meetings, seminars, and other mid-size events
- Can be used to observe construction projects on the lab floor
- State-of-the-art audio/visual capabilities
- Available for rental

Market Research



Observation Gallery

Two tiers of comfortable seating for ten, complete with desks and high-speed Internet connections, overlook the laboratory floor where clients can hear and observe builders, trades, and consumers in real-time as they install products or use tools.



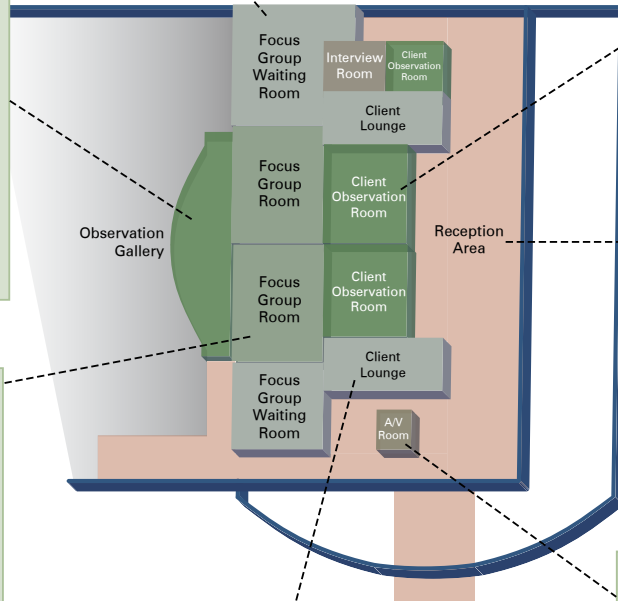
Focus Group Waiting Room

Participants who have been re-screened report to the Waiting Room to enjoy a meal and wait to be called for the start of the focus group.



Client Observation Room

Clients can observe focus groups via one-way mirrors. There is ample space to take notes or use laptops while seated comfortably. High-speed Internet connection is available. Clients can also digitally mark video recordings of the sessions for ease of review afterward.



Reception Area

Research participants report here to the Receptionist Area for re-screening, instructions, and directions to the study area.



Focus Group Room

During focus groups, participants speak freely about products or services. They may also be asked to review and comment on websites, presentations, videos, and/or advertising concepts.



Client Lounge

Take a quick break before, after, or even during a focus group without missing a thing! Our client lounges are equipped with video and audio of the focus groups so you can grab a snack or drink, check e-mail, or make a quick phone call while you continue watching the group discussion.



Audiovisual Control Room

The market research's state-of-the-art audiovisual capabilities—including numerous video cameras, sound controls, and recording equipment—are controlled from this room.