



Top Marker Misconceptions Made by Mechanical Contractors

Managing the labeling aspect of a project can be incredibly complex; contractors need to understand and follow project specifications, order accurate amounts of identification products, and coordinate labeling installation in the most efficient manner all while meeting deadlines and staying within budget. Many contractors lack the expertise to effectively manage labeling and are often held up at the end of construction projects. Quite frequently, they're keeping costly workers onsite when they should be on the next job. Or they're wasting money on overages of marking products that can't be reused on future projects.

MSA understands the challenges contractors face in fulfilling mechanical identification and marking product requirements. We offer a better way. Our high-quality products and professional take-off services save time and significantly reduce total in-place costs. To aid in the labeling selection for your next project, we've outlined some common misconceptions made by contractors and provided valuable insight below:

1. "We'll just estimate the number of markers we need, this job is approximately the same size as the last one"

Many contractors order markers, tags and signs based on the last job. Keeping workers on the job site is a costly expense, so they over-estimate the number of markers they need to ensure crews aren't wasting time waiting for markers if they don't have enough at the end of the job. Some contractors are left with hundreds of markers that they don't need leaving them with the decision to either throw the markers away or store them for another project that they may or may not be able to use. These contractors end up wasting money on extra markers that can't be reused on future projects.

The MSA Advantage: Accurate counts of markers for the specific job.

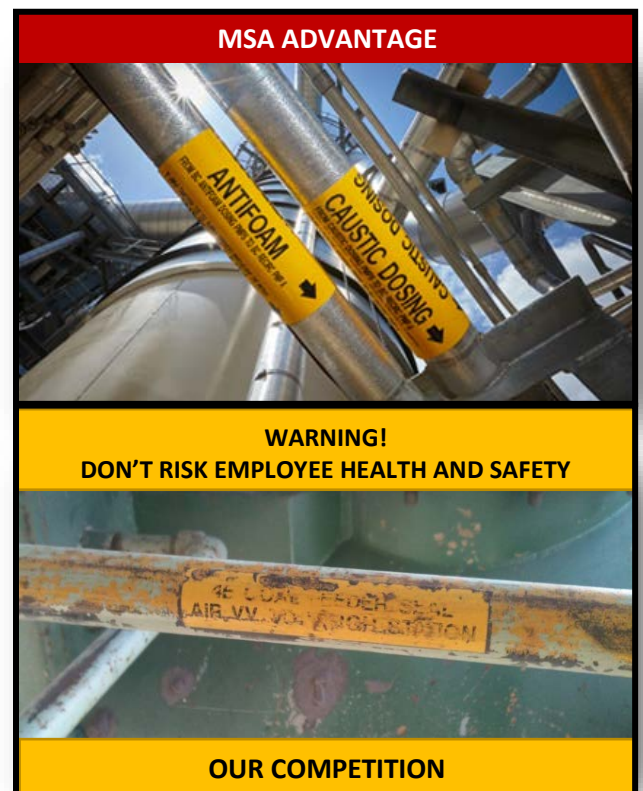
Contractors that utilized our take-off service received accurate counts of the markers needed for the job, leaving a contractor with an empty box at the end of the project. By providing the exact count of markers for the job, contractors save money on material, shipping costs and dollars they would have otherwise spent on storage fees for storing extra markers or clogging up valuable space in construction trailers.

2. "All markers look - and perform - alike."

Most marker manufacturers are printers who use standardized legends on medium-grade materials—without any understanding of the conditions pipe markers must withstand. These "universal" markers frequently fail on pipes in less than two years due to deterioration of the marker material and/or it's adhesive.

The MSA Advantage: Quality pipe markers fit to your specific application.

As a manufacturer dedicated only to mechanical labeling, MSA has developed the highest quality products and the most advanced printing capabilities in the industry. First, we learn and understand your facility's needs, operating environment, regulatory, safety and training requirements. Then, we help select markers that are best able to withstand the environment within that facility.



3. **“Our biggest expense will be the cost of the markers themselves.”**

While contractors are experts at insulation, mechanical and painting work, few understand the amount of time needed to complete the identification portion of the project. Since contractors are performing many tasks to complete a project, they often lack the time to coordinate and organize the marking portion of project. They typically receive numerous boxes of markers and spend time sorting to find the markers they need for that building/floor/area of the facility - a costly and inefficient process.

The MSA Advantage: An efficient, systematic, well-managed installation.

Contractors install labeling as the last part of the project. They need to complete labeling quickly so that they can move onto the next job. MSA's pack-by service allows for quick and efficient marker installation. Once your marking products are manufactured, we'll presort and package the markers by building, floor, and/or area so they can be installed systematically throughout the facility. This service eliminates the labor hours your workers would normally spend sorting identification markers on site. Instead, they can take the boxes to the designated sections and begin installation without delay.

4. **“We don't have time at the beginning to discuss labeling, we'll get to it right before labeling needs to be installed”**

Contractors have many tasks they need to perform to complete their contract. They are organizing crew activities, managing expenses and coordinating labor hours with other related sub-contractors. With all of these tasks, contractors tend to wait until right before labeling to order the marking products they need. When they finally get to the labeling project, these contractors are at the mercy of their suppliers to deliver markers on time. Missed or late marker deliveries can necessitate two or even three visits to the same location - a costly and inefficient process.

The MSA Advantage: Save label identification and pipe marking time and costs upfront.

Marking Services partners with contractors at the beginning of the construction process to streamline identification and lower contractor “in-place” costs. As soon as there is a specification, we will work with contractors to clarify special material requests by the owner, iron out questions with the Engineer to determine submittals, make material selections to keep everyone on same page throughout project, determine accurate counts of identification materials and create a timeline for material production and shipment to eliminate scrambling.

5. **“Markers are too costly, we'll just use a sharpie to mark the pipe”**

Some contractors do not understand the importance of labeling. If a project does not specify what label materials are necessary for the labeling portion of the project, they find the cheapest alternative available. Mechanical labeling is an important piece of the operation of any facility. Proper labeling is used for emergency response, training, efficient communication of hazards, quick identification of lines and equipment for operation, and to comply with recognized industry standards and best practices. Contractors that understand the importance of proper labeling typically have best-in-class reputation and are frequently called upon for additional projects.

The MSA advantage: Marking products that communicate valuable operational information.

MSA is well-versed in the identification needs of virtually every kind of facility. We can make marker recommendations that provide greater value to you and your customers. Our markers communicate specific information to operators, maintenance or contractors; providing a quick, accurate snapshot of critical information such as pipe content, flow direction, origin and destination. When identification products come from MSA, you can be confident that its quality, durability, and visibility will protect not only your customer's assets, but your reputation as well.

