



# QB MASS TIMBER EXECUTIVE BRIEF: THE INTEGRATION CHALLENGE

Why Coordination Determines  
Mass Timber Success

*Quality Buildings | Mass Timber Specialists | Brief #02*

## INTRODUCTION

Mass timber's speed advantage depends entirely on seamless coordination between engineering, sourcing, manufacturing, and installation. Projects that treat mass timber as a simple material substitution face significant delays and cost overruns. Success requires integrated systems thinking from day one.

**Critical Reality:** Mass timber isn't just a different material—it's a fundamentally different construction system requiring specialized coordination.

## THE COORDINATION CHALLENGE Why Mass Timber Integration is Complex:

- Global sourcing requires extended lead time planning
- Shop manufacturing must align with design specifications
- Installation crews need specialized mass timber expertise
- Building code compliance varies significantly by jurisdiction
- Multiple stakeholders must synchronize across international supply chains

**Market Reality:** The construction industry's traditional fragmented approach fails with mass timber projects requiring precision coordination.

# COMMON FAILURE POINTS:

Mass timber projects struggle when coordination breaks down between critical phases:

## Engineering & Design Disconnect

| Problem                                        | Typical Impact                              |
|------------------------------------------------|---------------------------------------------|
| Design changes after shop drawings             | Manufacturing delays and restart costs      |
| Load calculations misaligned with timber specs | Component redesign and schedule delays      |
| Connection details not coordinated             | Field modifications and installation delays |

## Supply Chain Coordination Gaps

- **Timber arrives, no crane scheduled:** Project delays while equipment is sourced
- **Wrong component specifications:** Manufacturing restart required
- **Installation crew lacks mass timber training:** Safety delays and quality issues
- **Permit delays from code confusion:** Regulatory approval bottlenecks

## Multi-Vendor Accountability Issues

- **Finger-pointing between suppliers:** No single point of responsibility
- **Communication gaps:** Critical details lost between handoffs
- **Timeline misalignment:** Each vendor optimizes their schedule independently

# THE INTEGRATION SOLUTION

## Single-Source Coordination Model: QB Integrated Approach

### PHASE 1: EARLY INTEGRATION

- Engineering consultation during design development
- Shop manufacturing coordination with design team
- Code compliance strategy development
- Timeline integration across all phases

### PHASE 2: COORDINATED EXECUTION

- Direct manufacturer relationships and quality control
- Specialized installation crews with mass timber expertise
- Real-time project coordination and communication
- Single point of accountability for entire system

### PHASE 3: PERFORMANCE DELIVERY

- Predictable timelines through proven processes
- Quality assurance across all coordination points
- Risk mitigation through integrated experience

# FINANCIAL IMPACT OF COORDINATION

## Cost of Poor Coordination

- **Design Changes:** Substantial costs varying by project complexity
- **Manufacturing Delays:** Extended timelines affecting overall project delivery
- **Installation Problems:** Significant cost overruns typical with coordination failures
- **Quality Issues:** Warranty claims and reputation damage

## Value of Integrated Coordination

- **Predictable Outcomes:** Timeline and budget certainty
- **Risk Mitigation:** Proven processes reduce unknowns
- **Quality Assurance:** Single-source accountability
- **Competitive Advantage:** Reliable delivery builds market position

### Strategic Consideration:

Investing in proper coordination upfront prevents much larger costs from coordination failures, schedule delays, and quality issues that commonly plague fragmented approaches.



# IMPLEMENTATION FRAMEWORK

## Coordination Readiness Assessment

### Current State Evaluation:

- Team capability and experience assessment
- Vendor coordination history and performance
- Project complexity and risk factors
- Timeline and budget flexibility analysis

## Integration Strategy Development

### Key Decision Points:

- Single-source vs multi-vendor approach
- Risk tolerance and mitigation strategies
- Communication and accountability systems
- Performance monitoring and adjustment protocols



## QUALITY BUILDINGS INTEGRATION ADVANTAGE

**15+ Years Proven Coordination:** At Quality Buildings, our integrated framing and mass timber solutions bring all of this together. We combine engineering, digital coordination, and field execution into a single-source approach. Mass timber isn't just a material on a project—it's part of a fully integrated system that maximizes efficiency, sustainability, and value for our clients.

### SINGLE-SOURCE PARTNERSHIP BENEFITS:

- **One Point of Accountability:** Complete responsibility for coordination and outcomes
- **Proven Track Record:** Dozens of successful projects with integrated approach
- **Specialized Expertise:** Mass timber-trained teams across all disciplines
- **Risk Mitigation:** Comprehensive coordination eliminates common failure points

### INTEGRATION CAPABILITIES:

- Engineering through installation coordination
- Global sourcing and logistics management
- Specialized installation crews and equipment
- BIM/VDC technology integration
- Code compliance and regulatory navigation

### Proven Track Record Fast Facts:

- 15+ years mass timber specialization
- Dozens of successful project completions
- Engineering through installation integration
- National project delivery capability
- Technology-driven precision shop manufacturing
- BIM/VDC coordination expertise

## NEXT STEPS

**Portfolio Assessment:** Evaluate upcoming projects for mass timber suitability

**Timeline Analysis:** Quantify potential acceleration benefits for specific projects

**Financial Modeling:** Calculate ROI impact of faster delivery schedules

**Strategic Consultation:** Schedule assessment with Quality Buildings experts

## DECISION FRAMEWORK QUESTIONS:

- Does your team have proven mass timber coordination experience?
- Can you afford the risk of coordination failures?
- What's the impact of timeline delays on your project?
- How important is single-point accountability?

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