

# STEEL HORIZONS

E-MAGAZINE | ISSUE 2 | SEPT 2024

A REVIEW OF  
STEEL HORIZONS  
BOSTON 2023

STEEL HORIZONS  
HEADS TO TAMPA FOR 2024

**HOWICK**

EXPLORING THE FUTURE FOR  
MODERN CONSTRUCTION

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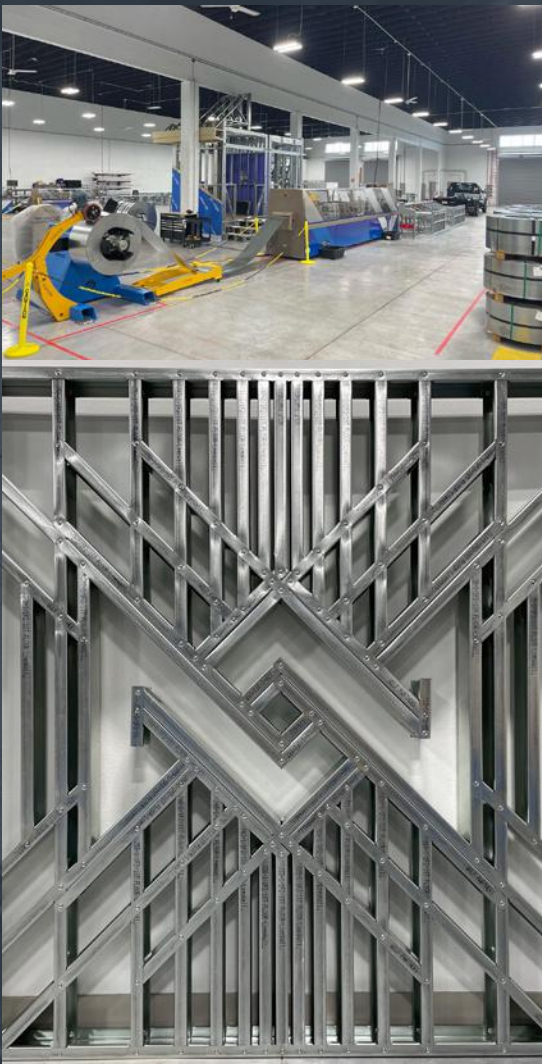
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# Exploring the evolution of modern construction



Building on the remarkable success of our **STEEL HORIZONS** events in London 2022 and Boston 2023, Howick is excited to bring you the latest edition of **STEEL HORIZONS | E-magazine** – our digital magazine dedicated to the evolution of modern construction.


In this issue, we present invaluable insights from our expert speakers at the Boston 2023 event. They cover a range of disciplines and showcase the latest advancements in construction, automation, and steel framing technology.

We aspire for **STEEL HORIZONS | E-magazine** to be a valuable resource for anyone passionate about the evolving world of construction. We hope you find the content both informative and engaging.

Looking ahead, mark your calendars now for our next **STEEL HORIZONS** event in Tampa, Florida on November 14, 2024. This event promises fresh perspectives from new and returning speakers, and an exclusive tour of the Wolf Partners facility, where you can witness their vertically integrated development, architecture, fabrication and building process in action.

We also invite you to share your stories, showcases, and insights for future editions. Your contribution is highly valued. Please reach out to us [via email here](#).

**Cindy Posimani**  
**Head of Global Marketing & Export**  
**Howick**



# STEEL HORIZONS to keep exploring modern construction.

After successful **STEEL HORIZONS** events in London and Boston, Howick is gearing up to host this year's gathering in Tampa, Florida.

**STEEL HORIZONS** is a thought-leadership event that brings together industry experts and leading minds from around the world to share fresh perspectives, inspire the industry and encourage more collaboration.

If you would like to attend this year and

want the best chance of securing an invitation, make sure you visit the **event website** to register your interest today\*.

Howick has been behind both **STEEL HORIZONS** events held so far. This year, we are excited to be joined by some like-minded sponsors who will help us continue to grow the event. These future-focused businesses include Argos Systems, Aerosmith, Simpson Strong-Tie, StrucSoft | Graitec Group.

## Catching up on previous **STEEL HORIZONS**

In London in 2022, the best and brightest explored everything from the concept of digital master builders to the true value of DfMA (Design for Manufacturing and Assembly). To read more about the London 2022 presentations, view Issue 1 of our **E-magazine here**. If anything, London 2022 was then surpassed by Boston 2023, where nine speakers provided intriguing insights into a range of cutting-edge disciplines with three key takeaways:

- the significance of collaboration throughout the design-manufacture-build cycle

- the incredible potential power of harnessing technology effectively
- the efficiency and sustainability improvements that result for the construction sector.

Those attending also had the opportunity to tour the Autodesk Technology Center Boston facility, at which Howick's technology is a resident, and get up close with the "AI as a Client" installation by STUD-IO.

If you were not able to be there, keep reading because this publication has links to all the speakers and their presentations.

\* Please note, due to restrictions on numbers, registration for this event does not guarantee attendance. We will confirm acceptances via email as early as possible.

# GET READY NOW FOR STEEL HORIZONS TAMPA 2024

This year, **STEEL HORIZONS | TAMPA** will take place on November 14, 2024 at Wolf Partners. Wolf Partners is one of the new breed of businesses driving future industrialised construction practices in the USA. As a vertically integrated architecture, development, fabrication and building firm, they are transforming the small-scale multi-family sector by applying the most advanced building technologies and methods available.

It is a fascinating model that you could investigate firsthand. At the event, guests will have the opportunity to tour their 22,000 square foot facility and see their unique software-to-fabrication process in action.

Read on to learn who is speaking at this year's event and what their discussion topics will be.

## Register your interest now

**STEEL HORIZONS** is an invitation-only event where attendees and speakers mingle and explore subjects together. If you want to give yourself the best opportunity to secure an invitation, make sure you visit the **event website** to register your interest to attend. Alternatively, you can register to receive access to the presentations after the event.

# RE-CAP OF SPEAKERS FROM STEEL HORIZONS | BOSTON 2023



“Please keep inspiring the next generation to follow in your footsteps. Become a mentor to the next generation. Open the door for them. Listen to them. Support them on their journey because if you look around this room, we need the younger people in this industry and we can all make a difference and make it happen.”

- Dave Cooper



[Watch The Video](#)

## Innovation Everywhere: A Global View of Megatrends in Construction

### Global Megatrends with Dave Cooper

Dave Cooper, the dynamic founder of Dave Cooper LIVE, once again captivated the audience at **STEEL HORIZONS | BOSTON** with his insights into the global megatrends happening right now in construction.

He highlighted four trends that he saw dominating the industry: climate change adaptation, technological disruption, demographic shifts, and bridging societal divides.

In this fast-paced presentation, Dave travelled around the world in 32 slides and showcased some of the most exciting projects out there. From London’s net-zero carbon Forge building to Cuby’s plans to build cities in just days using transportable factories, it is clear that pioneers in our industry are shaping a world where we can thrive, not just survive.

“The key now to building this resilient and sustainable future will be our ability to share, collaborate and support the next generation,” says Dave.

You can watch Dave’s full presentation [here](#).

## Revit to Rule: The Convergence of Design and Fabrication

### Innovative Construction with Brandon Ionata

Brandon Ionata, Solution Line Senior Director at StrucSoft | Graitec Group, shared his vision of transforming construction through software like Revit.

He says it is a mistake to think of Revit as just a design tool. In actuality, it is a powerful data source for fabrication and has the capacity to transform your workflow.

Revit can be a flexible sandbox for greater trade coordination and streamlined assembly.

He describes how a unified 'design to fabrication' workflow can significantly improve overall precision and efficiency. By leveraging Revit's comprehensive data, construction errors are minimised and production times are reduced.

Businesses that are using Revit as a data platform for fabrication and enhancing it with customised software solutions, report:

- 20% faster design-to-production
- 42% faster fabricated drawings
- 10% productivity savings on project delivery
- 90% reduction of scrapped panels.

Catch Brandon's full presentation [here](#).



"So all of this information is contained within the Revit project which we look at, as programmers, as a massive database from which we can basically build software to call on each bit of that data and manipulate it to produce very, very precise machine code to automate manufacturing through machines like Howick's."

– **Brandon Ionata**



[Watch The Video](#)



“Howick’s automated framing system was used to demonstrate that the primary structure can be produced and erected within one day, as opposed to several months using traditional methods.”

– **Magdalena Kowalczyk**



[Watch The Video](#)

## Pioneering the Future of Construction

### Visionary Strategies from Magdalena Kowalczyk

As a research engineer at Autodesk Research Industry Futures, Magdalena Kowalczyk is at the forefront of how we integrate advanced manufacturing strategies into construction.

“At Autodesk Research, we’re setting our sights further into the future. We’re looking five to ten years into technology, which might still be far from widespread adoption.”

From robotic virtual twins to smart bridges that gather data to inform future designs, the team aim to design a better future world with technologically advanced and practical solutions.

By creating interconnected systems that seamlessly exchange data between design, manufacturing and production, we can develop more sustainable, efficient, and adaptable construction methodologies, she says.

Magdalena also underscores the importance of collaboration and cites a successful partnership with Virginia Tech and Howick. Challenged with how to build more than 1,000 healthcare clinics in Uganda and Zambia, the team showed how advanced construction methods could slash construction times while using local materials and labour.

Catch Magdalena’s full presentation [here](#).



## Data, BIM and Design-Make Solutions

### Redefining Construction with Amy Marks

Amy Marks, the “Queen of Prefab”, challenged attendees to prepare for how fast new technologies could revolutionise the construction industry.

As the former VP of Enterprise Transformation at Autodesk she had a unique insight into how the industry will change, and what will cause that change.

“How many \$14 trillion ecosystems on the planet do you know that have yet to be commercialised with e-commerce? We’re pretty much it.”

“When our expected experiences are not met, change happens.”

Amy stresses the importance of integrating data, BIM, and connected processes to improve efficiency and sustainability. She shared insights on how these innovations can cut waste, enhance collaboration, and streamline operations.

But first she said we must change our culture, embrace these technological advancements and invest in the necessary training and development.

That is the secret to staying ahead and meeting the expectations of our communities.

Watch Amy’s full presentation [here](#).



“In five years, most construction industry businesses will transform: More than a third of the room said their businesses would be unrecognisable.”

– Amy Marks

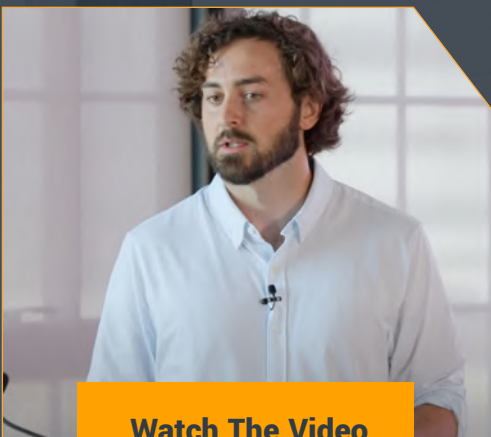


[Watch The Video](#)



“We’re basically adding everything we can into the software to make it feel like putting a set of Lego together.”

– **Scott Mitchell**



**Watch The Video**

## Hacking the Howick: Insights from Scott Mitchell

### Unlocking Potential with Smart Software

Scott Mitchell, Founder and CEO of STUD-IO, delivered an enlightening presentation about the untapped potential of construction machines like the Howick FRAMA™.

He emphasised that with the right software, these machines can achieve far more than their intended capabilities.

“You can do more with your machines than you think is possible. There may be some line where you think there’s nothing possible past that with the machines you already have, but we think that’s totally untrue,” Scott asserted.

Scott showcased STUD-IO’s core software, StudFinder, which automates every step from design to fabrication, enabling intricate constructions like curved studs without additional investments. He highlighted the success of the Fontainebleau Casino project, where StudFinder reduced assembly time to one-third of the budgeted schedule.

“I think we’ve proven, especially with the Howick machine, that there’s a whole lot more that you can do than you might think.”

Catch Scott’s full presentation [here](#).

## Advancing the AEC Industry

### Prefabrication Innovations with Amr Raafat

Amr Raafat, Chief Innovation Officer at Windover Construction, captivated the audience with his discussion on the future of construction.

With over two decades in the AEC industry, Amr highlighted the transformative power of technologies like laser scanning, drone surveys, 3D modelling and mixed reality software.

From retrofitting a 120-year-old building with telescopic steel framing to recreating antique hand-carved facade features with a 3D printer, Amr explained how Windover is overcoming challenges like the lack of skilled labour and artisans.

“We don’t unfortunately have the folks who can really do this by hand, and even if we do it is not going to be very cost effective and going to take a long time. With that, in hours we can create [an] exact replica of it,” Amr explained.

Emphasising sustainability, he urged industry leaders to adopt these technologies to stay competitive, meet future demands, and create smarter, more resilient buildings.

Catch Amr’s full presentation [here](#).



“The most important thing that we really need to focus on is using technology to really offer solutions for the challenges we have every day on job sites. And it’s a collaborative effort between superintendents on the site, project managers and the technology group, great folk like Autodesk pushing the industry and manufacturers like Howick. All together, we can really advance our industry together with these collaborations.”

– Amr Raafat

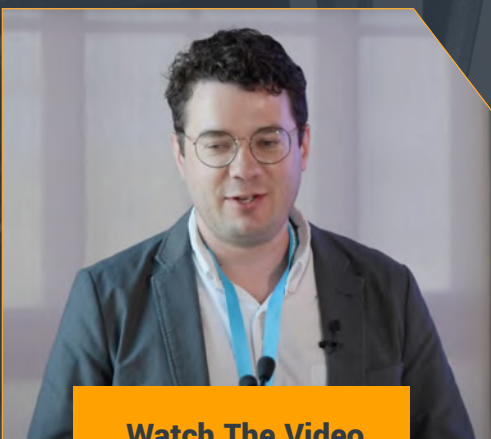


[Watch The Video](#)



“The future is bright here; the technology is advancing fast, enabling new possibilities in how we put things together.”

— **Jim Stoddart**



[Watch The Video](#)

## Generative Workflows: Blueprint for the Future

### Automating Construction with Jim Stoddart

Jim Stoddart, a research scientist at Autodesk’s AEC Industry Futures group, presented a fascinating look into generative design and machine learning, demonstrating how it will change the way we build in the future.

“Generative design is a collaboration between machines and humans, enabling us to explore options and correlate vast amounts of data,” he explained.

At Autodesk’s Toronto office, the team put this technology to the test, using it to optimise floor plans based on diverse user needs and environmental considerations.

“The system churns through options, tests them, then finds the best version from every generation. Then, they breed them and make children. The idea is it’s a loose replication of natural selection.”

The result is an incredible office that is both beautiful and functional.

Advancements like these are opening a new era of possibility, where generative design, generative AI and adaptive robots (which the Industry Futures team is already experimenting with) will combine to automate phases of construction.

See Jim’s full presentation [here](#).

## The Secrets to Better Offsite Construction:

### Detailing for Success with Russell Wills

Russell Wills, a seasoned professional with 20 years of experience, is the Director of Plant Operations at MODLOGIQ. He shared his invaluable insights from the front lines of offsite construction.

His key advice: meticulous attention to detail from the very beginning is paramount.

One of the most effective ways to avoid delays, cost overruns, and other project hiccups is to ensure accurate modelling and detailing early on. This necessitates comprehensive data gathering before commencing the modelling process, covering everything from clearances to the choice of fasteners.

“All that data is embedded in your model, behind the scenes. When you pull that info out it is easily scripted and set to go where it needs to be.”

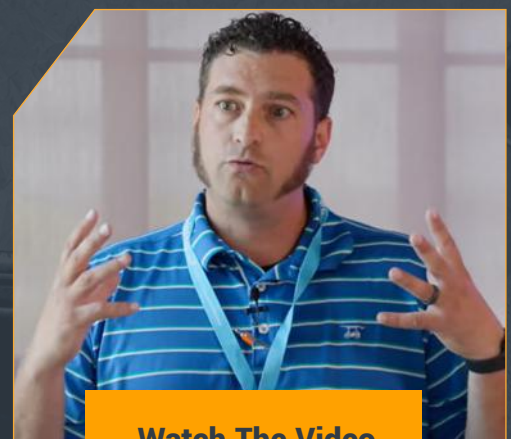
He also discussed the importance of robust schedules, control gates, and regular meetings to keep projects on track. Coordinating with trade teams early on about everyday details like the reach of a crane and where trucks park can prove critical to the success of your project.

Catch Russell’s full presentation [here](#).



“The most important part of all offsite construction is your schedule. It allows you to drive and control the project from start to finish.”

– Russell Wills



[Watch The Video](#)



“The client used 50% of the man hours they budgeted compared to stick framing with stud and track. It was our first project with that client and a huge success.”

– Hamish Coubray



[Watch The Video](#)

## Bridging the Interior Framing Gap

### Telescopic Panels with Hamish Coubray

Howick Director and General Manager of Rollforming Services (RFS), Hamish Coubray, outlined the latest advances in roll-forming steel technology and how it is being used to accelerate construction.

Produced by the X-TENDA™ 3600 machine, Howick’s unique telescopic framing solution eliminates the need for onsite measuring and cutting, reduces waste, and ensures precise fits even in the most challenging spaces.

“Imagine a panelised interior wall system that can extend upwards, outwards, and easily fit uneven ceilings or match up to a column that’s not perfectly square.”

To highlight the system’s versatility, Hamish showcased several projects, including the Victoria Lane Apartments in Wellington, New Zealand, where this telescopic framing has transformed the build schedule.

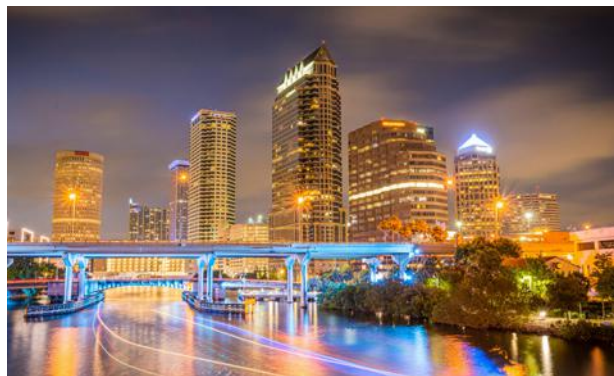
In this project, the build model was hosted on a web-based 3D viewer and drawings linked by QR codes. Everyone onsite could scan these to see how each frame interacted, where they connected, and which way the bracing should go.

The result was a faster, cleaner, and more efficient construction process.

Catch Hamish’s full presentation [here](#).

# STEEL HORIZONS | TAMPA 2024

More than an offsite event – it is a thought-leadership platform that connects leaders with the ideas and people shaping the evolution of modern construction.



With speakers from across the industry, **STEEL HORIZONS | TAMPA 2024** boasts a remarkable speaker lineup of innovators, visionaries, and industry experts. Every speaker will bring fresh ideas and a unique perspective on the advancement of construction. For those attending, it is a wide-ranging look at the technology and methodologies transforming the industry both in the USA and globally.

**STEEL HORIZONS | TAMPA 2024** is a complimentary, by-invitation event, taking place on Thursday, 14 November 2024, from 9.00am to 4.30pm at the **Wolf Partners facility in Tampa, Florida, USA**.

Wolf Partners, a Howick customer, is a vertically integrated development, architecture, and building firm that specialises in design-led development. With its focus on fostering innovation and embracing technology like light gauge steel, Wolf Partners is the ideal venue to host **STEEL HORIZONS | TAMPA 2024**.

The morning session will be dedicated to a brisk schedule of short presentations,

with time for discussion and questions after each speaker. Guests will also have the opportunity to meet the presenters and connect with industry peers at lunch and networking drinks, as well as tour the Wolf Partners facility. This tour will offer a unique insight into their software-to-fabrication workflow and a concept they call “mass customisation”.

## Find out more and register your interest

To get a full overview of the event programme, and register your interest in attending, visit the **STEEL HORIZONS | TAMPA 2024** website.

Please note, due to restrictions on numbers, registration for this event does not guarantee attendance. We will confirm acceptances via email as early as possible.

# THE “WHO’S WHO” OF OUR EXCITING SPEAKER LINE UP FOR STEEL HORIZONS | TAMPA 2024

## ADAM WOLF

PRINCIPAL, WOLF PARTNERS

### PRESENTATION TOPIC

MASS CUSTOMISATION



Adam is the Founding Principal of Wolf Partners, a vertically integrated development firm based in Tampa, FL. Adam founded Wolf Partners with a vision of adopting a holistic approach to design and development, integrating his experience in structural engineering, architecture, and development into a cohesive, multi-disciplinary method for delivering projects.

Since the firm’s inception in 2020, Adam and his team have specialised in urban infill multifamily development, utilising prefabricated light gauge steel construction to provide site-specific design solutions without compromising on quality, speed, or design expression.

Adam is a licensed architect, holding a Bachelor’s degree in Computer Graphics Technology from Purdue University and a Master’s degree in Architecture from the Illinois Institute of Technology.

Before founding Wolf Partners, his career spanned multiple disciplines, including structural engineering, architecture, and development. In each field, he leveraged parametric solutions to better understand the variables impacting the final product and to make processes more repeatable and efficient.



## SCOTT MITCHELL

FOUNDER & CEO, STUD-IO

### PRESENTATION TOPIC

SIMPLE / COMPLEX



Scott Mitchell is the founder and CEO of STUD-IO, a computational construction company. Scott works to bridge STUD-IO's software development with its project consulting, enabling some of the most complex projects being built today.

Before founding STUD-IO, Scott worked as a software engineer at Autodesk as part of the AEC Generative Design Group. While working at Autodesk, Scott had access to a Howick roll-forming machine, which he experimented with in his free time, before ultimately leaving to focus on the development of STUD-IO full time.

Scott studies and practices film, music, architecture, and computer science—

in other words: “making things”. He enjoys composing for the guitar, producing videos and animations, and experimenting with software development and fabrication research.

For the past several years, Scott and his wife Brenna, their son James, their daughter Frankie, and their golden retriever Lou, have lived a modern nomadic lifestyle, living in various cities across the US including: Boston, Massachusetts; Laguna Beach, California; Austin, Texas; and Tulsa, Oklahoma (where Scott was born and raised). Scott and his family currently live in Tulsa.

## DAVE COOPER

CO-FOUNDER & HOST, DAVE COOPER LIVE

### PRESENTATION TOPIC

CUEING UP THE NEXT ERA OF CONSTRUCTION:  
TECH ENABLED, MISSION DRIVEN



Embarking on a two+ decade journey in industrialised construction, Dave's career has been defined by a passion for pioneering offsite construction methods and a talent for generating compelling content on the Dave Cooper LIVE platform, showcasing those driving transformation within the built environment. Dave's role as an Industry Consultant has allowed him to share insights on a global scale through keynote speaking and hosting exclusive networking events. Anchoring the Dave Cooper LIVE Show and broadcasting LIVE on Location events underline his skill in content creation and community building within the AEC and Real Estate Development community.

Dave's mission is to facilitate the transition of builders, investors,

architects, engineers and developers towards smarter, more efficient, sustainable building practices. By leveraging his expertise in modular construction and his knack for demystifying complex industry topics, Dave aims to influence the built environment positively. The Dave Cooper LIVE team has conducted over 3000 interviews with leading industry experts, most of which are shared freely fostering a spirit of continuous learning and information sharing. They believe they can learn from each other's failures, build on each other's successes and together, Build It Better.

- Offsite Construction / Builder for over 20+ years
- US Army Veteran - Combat Medic
- 9/11 Survivor and Rescue Worker

## DAVID BERNARDINO

FOUNDER & MANAGING DIRECTOR,  
BERNARDINO ENTERPRISES

### PRESENTATION TOPIC

WHY DEEPENING YOUR UNDERSTANDING OF  
YOUR CUSTOMER IS CRITICAL TO DRIVING  
GROWTH FOR YOUR BRAND



David is the Founder & Managing Director for Bernardino Enterprises, LLC. For over twenty-five years, David has led brands and driven growth across various sectors, including building materials, home building, consumer packaged goods, consumer healthcare, advertising, management consulting, and non-profit, serving organisations such as:

- Procter & Gamble
- Merck
- Pinnacle Foods
- Samsung
- Ammunition
- Deloitte.

His work has spanned organisations ranging from start-ups to the Fortune 100 and in geographies ranging from North America to the BRIC countries. In addition to his business endeavors, David serves in various leadership positions:

- Corporate Trustee: National Association

of Home Builders' Leading Suppliers Council

- Member of the Board of Directors: National Association of Home Builders
- Member of the Board of Directors: She Built Foundation ([www.shebuilt.org](http://www.shebuilt.org))
- Advisor: The Free Spirits Company ([www.drinkfreespirits.com](http://www.drinkfreespirits.com))
- Advisor: MamaP ([www.mamap.life](http://www.mamap.life))
- Strategic Advisor: TrueVista ([www.truevistavr.com](http://www.truevistavr.com))

David is also a frequent speaker at industry events such as the International Builders' Show and the Kitchen & Bath Industry Show.

Outside of work, David spends much of his time shuttling his two, very active, athletic sons between various sporting events. And in some instances, he may be operating the scoreboard or doing the team stats.

## JIM GABRIEL

PRESIDENT & CEO, MODLOGIQ

### PRESENTATION TOPIC

THE FUTURE IS ASSEMBLED – THE KEY TO SCALABILITY, SUSTAINABILITY & FLEXIBILITY IN MODULAR OFFSITE HOUSING IS RTA STUDS, PREFAB PANELS & TRUSSES

Jim Gabriel is the President and CEO of MODLOGIQ, Inc. and DesignLOGIQ, based in New Holland, Pennsylvania.

As a 30-year pioneering leader in the modular construction industry, he drives innovation, sustainability, and efficiency in offsite construction building practices, with the strategic vision and expertise necessary to revolutionise the construction sector, helping to shape the future of architectural design and development.

His commitment to modular construction solutions reflects a deep understanding of the evolving landscape of healthcare delivery, affordable housing and infrastructure demands, positioning MODLOGIQ as a leader in the industry.

Jim graduated from Indiana University of Pennsylvania with a B.S. in Marketing and Business Management.



## KENT RIDGLEY

VP OPERATIONS, M3 COMPONENTS

### PRESENTATION TOPIC

CREATING A LEAN PRODUCTION SYSTEM TO  
MINIMISE WASTE & MAXIMISE EFFICIENCY OF  
SHOP OPERATIONS

Kent Ridgley is the Director of Operations at M3 Components, bringing a wealth of experience from over 25 years in K-12, medical, industrial, civil, manufacturing, and commercial construction industries. He is passionate about leading the evolution of construction and fostering continuous improvement to uplift people. Kent excels at leading process improvements, driving efficiencies, and reducing operating costs. He has demonstrated a history of success in team building, culture development, and coaching.

As a dedicated construction and engineering professional, Kent loves building great things and constantly strives to elevate people, communities, and the construction industry. Despite his extensive experience, he remains enthusiastic about learning new ways to boost project success and positively



impact the industry. His skills in leading process improvements, driving efficiencies, and reducing operating costs are complemented by his talent for team building and fostering a collaborative culture of innovation. Kent is particularly passionate about manufacturing and lean practices.

Mark III's mission is to lead the evolution of construction by simplifying the execution of complex projects. The goal is to create genuine productivity improvements in an industry that has seen stagnant progress for decades.

To truly advance the industry and ensure productivity gains, Kent believes it is essential to stop viewing projects as isolated entities. Instead, the focus should be on repeatable units that lend themselves to standardisation and implementing industrialised construction.

## GREG DETTWILER

HEAD OF STRATEGIC PARTNERSHIPS,  
NORTH AMERICA, CANIBUILD

### PRESENTATION TOPIC

IS SELLING CONSTRUCTION ONLINE POSSIBLE?  
DISCOVER HOW SELF-SERVE 'BUY NOW' AND  
PRECISE SITING SOLUTIONS MAKE IT A REALITY



Greg Dettwiler, originally from Brisbane, Australia, began his career with an apprenticeship at Queensland Master Builders Association, earning his general contractor's license by age 25. He quickly gained recognition by building award-winning custom homes and became the youngest member of the Master Builders of Australia. After moving to the Sunshine Coast, Greg founded Dettwiler Property Group, expanding into the USA and Southeast Asia.

In 2004, he acquired the Master Franchise rights for G.J. Gardner Homes in California, successfully expanding the brand across multiple U.S. states.

Despite challenges during the Global Financial Crisis, the franchise thrived under his leadership, becoming a top U.S. builder. After selling the rights in 2020, Greg facilitated the transition and now serves as Head of Strategic Partnerships for canibuild in North America. He also manages rental properties in the U.S. and Australia.

Outside of work, Greg is an avid motorcyclist who has competed in pro motocross and enduro races. His next challenge is a 100-mile desert race in Southern California. He currently resides in Huntington Beach, California.

## NICK COUBRAY

CEO, HOWICK

### PRESENTATION TOPIC

BEYOND FRAMING – THE NEXT FRONTIER OF  
ROLL-FORMED TECHNOLOGY

Nick Coubray, CEO of Howick, is the driver of the company's pursuit of innovation. He is the third generation of the Coubrays to champion this family-owned business and has been involved in framing technology and industry development since his late teens.

After earning his stripes on the shop floor assembling machines, Nick went on to head Howick's UK office for seven years, laying the groundwork which established the UK & Europe as Howick's largest export markets. He has also spent significant time with US-based customers, and has taken the lead in a number of collaborative R&D projects, which eventually became customer feedback led standard features across the industry.



Nick has developed a deep understanding of the global construction industry and technology across Howick's global user base - from simple construction projects to high-tech installations. His focus now is on driving Howick's team to continue to evolve technologies for better building and in advocating for more efficient and sustainable construction practices throughout the industry.

Nick lives with his wife and three children in Auckland, New Zealand. When he is not busy with family life and supporting his children's activities, Nick likes to experiment with various creations using his 3D printer.

# PROFILES ON COMPANIES REPRESENTED

## STEEL HORIZONS | TAMPA 2024

brings you an engaging lineup of speakers from companies at the leading edge of construction. From modular construction to Prop Tech platforms, these companies are challenging the way we think about building.

### WOLF PARTNERS

Wolf Partners is a vertically integrated development, architecture, and building firm based in Tampa, Florida.

Specialising in design-led development and technological innovation, Wolf Partners transforms urban landscapes with high quality, customised living spaces.

The forward-thinking firm draws on its experience in large scale design and development to bring innovation to the small scale multi-family sector. This includes leveraging technologies like offsite

fabrication to build sustainable homes that still retain distinct and original aesthetics.

As developers, architects, and builders, Wolf Partners execute their vision with a singular focus, adapting their processes to each project's unique challenges. They believe this approach is the most responsible way to develop, and they are committed to maintaining this flexibility and creativity through their prefabricated process.





Bernardino Enterprises, LLC, based in Mount Freedom, New Jersey, helps sales and marketing leaders across the building, consumer healthcare, and consumer packaged goods industries accelerate growth. They serve their clients either as a fractional CMO, a marketing consultant, or a business coach. In each instance,

they embed themselves into organisations to understand their goals, objectives, and key points of differentiation. With those inputs, they develop, and can execute, bespoke marketing solutions that help drive growth, leveraging the decades of experience they have serving brands in these verticals.



Launched in 2020, canibuild is a world-first application that is revolutionising how the building industry approaches compliance, design, and sales.

canibuild is an innovative property technology platform that bridges the communication gap between homebuyers, sales and construction teams. It integrates thousands of data layers and makes it easy for contractors, manufacturers and re-sellers to draw location plans, quote and sell accurately.

With the ability to instantly check local planning rules or create real-time 3D models on any parcel of land in the country, you can achieve in minutes what once took weeks of hard work. The result is a frictionless sales process that delivers better, faster results for everyone involved.

Based in Australia and with offices in California, Texas and Florida, the canibuild team includes builders, town planners, computer scientists, geospatial engineers, and leaders in Big Data, codification, and AI.



Dave Cooper LIVE is an online video series that explores how technology, advanced building products and lean manufacturing processes are transforming the AEC community.

Dave Cooper LIVE travels to advanced manufacturing sites, trade shows, and job sites. Co-founder and host, Dave Cooper, talks behind-the-scenes with the builders, investors, architects, engineers, developers, and industry innovators driving change, and finds out how they are tackling global issues like housing affordability and labour shortages through modern construction methods.

Dave Cooper LIVE is driven by a passion for industrialised construction and operational efficiencies, creating compelling content to showcase smarter, more efficient, sustainable building practices.

By leveraging Dave's expertise in modular construction and his knack for demystifying complex industry topics, Dave Cooper LIVE helps industry experts share their unique stories and industry insights. Through storytelling, the show connects the wider construction community with new ideas, partners and resources, and is a catalyst for positive change.



Howick Ltd is a global pioneer in roll-formed steel technology and a leading promoter of modern construction methods and industry collaboration.

As a family-owned business based in New Zealand, Howick has manufactured precision high-tech machinery and roll-forming technology for nearly 50 years. Always innovating in this space, Howick constantly introduces the industry to game-changing solutions from the X-CALIBR™ roll-formed structural steel system to

X-TENDA™ 3600's Telescopic Panels.

Today, the company's systems and machines are in operation in over 80 countries worldwide. With a global network of highly skilled technical advisors in established and emerging markets, Howick is dedicated to providing customers with the best roll-formed technology solutions.

Howick is also committed to working with other industry leaders and helping advance the construction industry through thought leadership initiatives like **STEEL HORIZONS**.



M3 Components (M3C) is revolutionising the way healthcare projects are planned and delivered by implementing a productised approach to the construction process.

A division of Mark III Construction Inc., M3C is the natural evolution of more than six years of R&D initiatives paired with half a century of construction experience. It has taken passionate leadership, a dedicated team, and hours of research to develop the M-Pod and M-Wall product lines available today.

Their focus centres on building better medical facilities with fewer resources. Hospitals, medical office buildings, and

healthcare facilities are extremely labour-intensive due to the high volume of MEP (mechanical, electrical, plumbing) systems per square foot.

With standardisation and modular building processes, M3C has proven that the medical industry can reduce MEP wall framing costs by 16-21 percent and construction schedules by 20 percent.

M3C operates out of a 24,000-square-foot facility in Sacramento, CA, that serves as a hub for multi-trade manufacturing. The facility houses stud framing, HVAC, mechanical piping, plumbing, and electrical trades under one roof.



MODLOGIQ is a US-based pioneer of offsite construction and modular building, and a leader in transforming traditional building practices into more efficient, scalable, and sustainable solutions.

With more than 45 years of experience, they partner with DesignLOGIQ to champion collaborative design-build principles through their innovative "Build Together" process. They excel in addressing construction and space challenges, achieving up to a 50% reduction in construction schedules and a 75% decrease in staging disruptions.

MODLOGIQ's deep understanding of evolving construction demands highlights its pivotal role in revolutionising the industry. They recently appeared in Building Design + Construction's (BD+C) Annual Report for the largest modular hospital in North America. They have also completed various government facilities, educational institutions, residential houses, retail, and hospitality projects.

MODLOGIQ operates from strategic locations in New Holland, PA, Seville, OH, and Pittsburgh, PA.



STUD-IO enables architects and builders to realise their boldest ideas by developing a platform to intelligently connect building designs with manufacturing processes and automatically generate the manufacturing data for building components and assemblies.

With this capability, builders can quickly evaluate and execute offsite manufacturing for their projects. Through project and process consulting, STUD-IO develops reusable systems for adaptable, parametric prefabrication. They also license their software to companies to further

enable rapid, precise, and cost-effective construction.

STUD-IO has enabled the construction of many high-profile, complex projects, including the Lucas Museum of Narrative Arts (LA), the MSG Sphere at the Venetian (Las Vegas), Super Nintendo Land (LA), and One River North (Denver).

STUD-IO resides at the Autodesk's Technology Center in Boston, a research and development workspace where Autodesk invites startups, colleges and universities, and industry experts to explore ways to advance the building industry.

# STEEL HORIZONS TAMPA 2024 SPONSORS

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Howick has been behind both **STEEL HORIZONS** events held so far. This year, we are delighted and grateful to be joined by some like-minded sponsors who will help us continue to grow the event. These future-focused businesses include:



# Howick – Pioneering precision light steel roll-forming technology

Howick is a pioneer in precision light steel roll-forming technology. For nearly 50 years, the company’s commitment to innovation in light gauge steel (LGS – also known as cold formed steel), precision manufacturing, uncompromising quality and exemplary customer service has defined the Howick way.

Over 95% of Howick’s manufactured products are exported overseas from New Zealand, with the bulk servicing the construction sector in the US, UK, Canada, Ireland and the EU.

While our business is global, our home is very much in New Zealand. We are proud to say 100% of our machines are built in our Auckland factory, and that we could tell you the first names of the team who assembled your machine. Combine this with our commitment to support, and you can see why we are so confident of the quality and performance of every Howick machine.

Howick has enjoyed consistent growth since day one, yet it has seen demand balloon in the last five years or so as the uptake in modern construction methods has exploded to meet the global bottleneck for affordable, quality housing with more efficient, sustainable ways of building.

**HOWICK**  
SHAPING THE WORLD OF CONSTRUCTION



## Looking for more information?

For more information about Howick and Howick’s extensive range of light-steel manufacturing systems, visit the Howick [website](#) or email [Deon Anderson](#), Head of Global Sales.



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