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JUBA ALUMINUM PRODUCTS COMPANY, INC.
WORKING WITH PRECIOUS METTLE

THE MAGAZINE FOR CONSTRUCTION EXECUTIVES

Working with Precious Mettle

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Since 1993, Juba Aluminum Products Company, Inc. has been hard at work, built on a philosophy that provides unparalleled service and products to clients and employees alike.

President John Juba started the company, headquartered in Concord, N.C., with a vision: to increase the value of products produced and sold in the glass and glazing industry. The company was not started on a whim; on the contrary, much planning

went into its design. And when Juba opened shop, initially partnered with only his daughter and a mechanic, it didn't take long for the work to follow.

"When we came out of the shoot the gates were wide open," reflects Juba. "It was quite evident that owners, architects and contractors were looking for a true partnering company that could assist in pre-construction, offer high performance wall systems and meet stringent budget and schedule requirements."



This is thanks, in part, to Juba's previous 24 years of experience in the industry and the relationships he built with clients. "Those relationships helped us get established fast and within 10 years we were known as one of the most prominent and dependable glass and curtain wall subcontracting companies in the southeast United States," he continues.

Today, the company footprint extends throughout North and South Carolina, Virginia, Tennessee, Georgia and Alabama. Juba Aluminum has also worked as far as Dallas, Texas, and on occasion branches into other states depending on a client's needs. Operating with an average of 158 employees, the company payroll has swelled to an impressive 260 at times.

Juba Aluminum also works across industries, including government, healthcare, higher education, high-rise residential, and hospitality, commercial and mixed-use.

Anything the Eye Can See

Juba Aluminum's niche is certainly an important one. "Any material you see on the outside of a building, except for masonry products" may be the handiwork of the company, according to Juba. This includes glass glazing, aluminum curtain systems, skylights, windows, granite panels, steel insulated panels and ornamental metals.

One of Juba's favorite recently completed projects was the Duke Energy Building (formerly the Wachovia Office Tower), located in downtown Charlotte, N.C. As part of the First Street development, this structure was a 52-story high-rise for which Juba Aluminum completed over 800,000 square feet of custom curtain wall and decorative features around and on top of the building. This was one of the southeast region's largest and most sophisticated design projects.

Juba Aluminum simultaneously completed one of its more ornate and complex projects for the Ritz Carlton, also located in downtown Charlotte. The project was also impressive, with over 137,000 square feet of custom curtain wall and aluminum panels



The tallest tower in Alabama also has the signature of Juba Aluminum. Juba Aluminum completed this work for the Retirement Systems of Alabama, located in Mobile, and Juba says it is one of the company's most aesthetically appealing projects to date.

A Guiding Philosophy

Juba built his company on an important philosophy that still guides his decisions today: "A man is not a fool to give up what he cannot keep, to gain what he cannot lose."

"That philosophy has always been at the heart of our company and we will sacrifice a lot of our potential profit margin in providing a higher quality system that gives the owner a long-term performance," says Juba. "After millions of square feet of installed wall systems we've never experienced an installation, design or structural failure in the history of the company."

This impressive statement is the result of the company's focus on quality control. Juba Aluminum only uses the best, and when an owner partners with the company he or she knows that Juba Aluminum only provides the highest quality materials and service.



“We carry the same quality internally,” says Michele King, director of communications. “We put a lot of time, effort, and dollars into safety incentive programs.”

It is clear why these programs make Juba Aluminum an “employer of choice.” Employees receive top-notch health insurance and monthly bonuses for safety-conscious efforts. The company also rewards safety efforts with its merchandise program that garners employees with iPods and other merchandise.

Juba Aluminum also takes part in the 30-hour OSHA training program. These efforts have certainly paid off: Juba Aluminum has an average EMR rate of .90 since 2001. These safety programs are considered by Juba and his staff to be fundamental to the company’s structure, and he and his team have worked hard to ensure that they remain intact.

It’s Not Easy Being Green

Juba recently unleashed his company’s newest aspect: a commitment to environmental sustainability. “We’ve been working on this for well over a year, we want to provide systems bridging building requirements and alternative energies,” he says.

Juba explains that building owners want the best performance, but often they haven’t budgeted for certain newer, greener technologies. He hopes to break the adage “you get what you pay for” by offering clients “high performance for lower costs.”

“I think Juba Aluminum’s future will be around green building design and renewable energy solutions, since we do exterior work,” Juba says. “But getting the message out to owners and contractors is very difficult.”

Juba, however, remains optimistic about the company’s greener future. He says working when you’re under pressure forces people to be smarter and maintain open dialogue. “It breeds excitement



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to come up with ideas and think, ‘Why in the world didn’t I think of these five years ago?’”

Additionally, Juba believes green technology is a ladder out of the country’s economic hole. “I’ve always been told the darkest hour of the night is right before the dawn,” he says. “Right now we’re in dark times, but I can see the light.” And that light will fuel sustainable, energy efficient technologies that benefit both the company and clients.

In the Face of Fear

Juba admits there is a “spirit of fear” in the industry thanks to the tumultuous economic landscape. “This fear has resulted in companies outside our industry and/or territory bidding glass and glazing work scopes at cheap prices without full technical and installation knowledge, and has contributed to



a pandemic free fall of competitor pricing projects below real costs,” says Juba.

“Even considering that our bid-to-award ratio is well below average, we often remind ourselves that throughout Juba Aluminum’s existence a significant amount of its work has been negotiated because of the failure of some competitors’ performance in not meeting the clients’ needs,” continues Juba. “In fact, we customarily hold a percentage of our project management and field management resources in

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Products Company has solidified a reputation of consistent quality that keeps employees and clients coming back for more. ■

COMPANY AT A GLANCE

Established : 1993
 Juba Aluminum Employees : 158
 President : John Juba

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reserve to accommodate opportunities created by these pitfalls.”

But even in the face of obstacles Juba has made it a priority to maintain the company’s employee benefits and quality assurance for its clients. This approach is certainly working: 2007, 2008 and 2009 were the three most successful and profitable years in the company’s history. For Juba Aluminum the key to success is tied together in the company philosophy. By knowing what to emphasize the Juba Aluminum

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