



EXCELLENCE IN INSULATION:

Transforming “The Edwin” into a Premier Living and Destination Center

I The Challenge

The Edwin, a new landmark in the Steelcote Square District, represents a high-profile mixed-use development built by Holland Construction Services. Spanning nearly 350,000 square feet, this 196-unit apartment building features a 70,000-square-foot Target® store on the ground floor, complemented by additional retail spaces. The complex also provides ample parking from a 200-space garage and 140 surface parking spaces. Boasting unobstructed views of downtown, The Edwin redefines life in the Gateway City with its high-end living spaces and a stunning rooftop pool.

To turn this St. Louis dream into reality, construction had to overcome significant questions of complexity and scale — not the least of which being how to create a comprehensive insulation solution capable of meeting multiple needs: thermal efficiency, sound attenuation, and life-safety.

Challenges Faced:

- 1. Varying Insulation Needs:** The project required multiple types of insulation—including sprayed polyurethane foam, fiberglass, and mineral wool — in a variety of applications, each of which demanded precise coordination and expertise.
- 2. Logistical Constraints:** Situated in the busy Midtown area, near the Saint Louis University Hospital campus, the project site had limited space for material storage and handling, adding complexity to the logistics of both delivery and installation.
- 3. Growing Scope:** Throughout the project, Goley Insulation picked up where others left off, navigating challenges with flexibility and agility.

Despite a number of obstacles, what followed was a rewarding partnership between Holland and Goley Insulation that helped revitalize the community and left behind a \$60 million shopping and lifestyle hub for all to enjoy.

I The Goley Solution

Goley Insulation approached “The Edwin” project with a holistic strategy that highlighted their commitment to excellence. Their proactive, solutions-first approach addressed the building’s insulation needs while seamlessly coordinating with Holland’s schedule and subcontractors.

“We partnered with Goley Insulation because of their reputation for excellent workmanship, industry experience, and ability to meet deadlines,” said Brett Droy, Superintendent for Holland. “At Holland, we’re problem-solvers and it was important to align with insulation technicians who shared that mindset.”

Goley’s team delivered expert solutions which included:

- **Thermal Insulation:** Assisted in front-end design for optimal performance and applied fiberglass, mineral wool, and continuous insulation to ensure safety, compliance, energy efficiency, and comfort in residential spaces
- **Fire Stopping and Air Sealing:** Implemented innovative fire and draft stopping and air sealing techniques, including at rated joint systems and the building’s exterior envelope
- **Sound Attenuation:** Installed sound attenuation insulation to enhance acoustic comfort in luxury apartments and communal spaces

- **Fully Filled Floor Truss Cavities:** Applied cost-efficient, noncombustible fiberglass insulation to meet life safety, thermal, and energy standards
- **Sequence Choreography:** Coordinated with other trade partners to manage complex sequencing processes and keep the project on schedule
- **Material Transportation & Logistics:** Ensured timely delivery of materials despite supply chain challenges
- **Field Management:** Maintained strong communication with Holland to ensure seamless workflow and easy-to-implement solutions
- **Proactive Approach:** Anticipated potential issues, including manpower flexibility, to minimize disruptions and maintain the timeline

“Working with Holland’s team was simple and straightforward,” said Joseph Goley, Manager of Goley Insulation. “Their values align with ours — always looking for ‘A Better Way to Build’ and delivering exceptional customer satisfaction. They created a working environment that prioritized communication, quality, and safety. With Holland at the helm, staying on track was easy.”



I The Result

Goley’s team deployed 2,500 labor hours to complete The Edwin project on schedule, despite the scope, scale, and logistical challenges.

The project exceeded expectations, finishing on time and within budget, with insulation work that will last for years to come. Residents, tenants, and tourists of The Edwin will benefit from expertly installed insulation throughout, ensuring comfort and energy efficiency.

“Goley introduced innovative techniques that optimized efficiency and minimized delays,” said Droy. “Overall, they helped us deliver a high-quality construction project that met the client’s expectations and elevated our team’s great reputation.”

For more information on how Goley Insulation can support your next project with expert, comprehensive insulation solutions, contact us today at **(618) 286-3355** to start a conversation.

I Project Details

5,000
bags of blowing wool

150,000^{SQ/FT}
of mesh

250,000^{SQ/FT}
of fiberglass batts

Blown Fiberglass

Continuous Mineral Wool Board Insulation

Fiberglass Batt Insulation

Fire-Stopping Sealant

Low Expansion Window and Door Foam

Mineral Wool Batt Insulation

Mineral Wool Safing

White Vinyl-Faced Fiberglass Roll Insulation



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