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Company of the Year



Building Modern Temporary Containment Solutions with Innovation

Daniel Schmidt,
Director of Sales and Marketing



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In industrial environments—be it automotive, aerospace, food and beverage, or countless other industries conducting large-scale roofing, construction, or renovation projects—dust, debris, and environmental exposure pose serious challenges. Facilities often struggle to maintain safe, compliant operations while these projects are underway. Contamination risks, safety hazards, and operational downtime can lead to staggering losses. Yet for decades, companies had few reliable solutions to continue production safely during such projects. That was the challenge TuffWrap set out to solve. With its pioneering approach to temporary containment and protection, TuffWrap has transformed how facilities safeguard their people,

**We're the only
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and FM-approved
temporary ceiling
barrier**

Cover Story

products, and productivity during critical operations. “We’re the only company that offers a code-compliant and FM-approved temporary ceiling barrier,” says Daniel Schmidt, Director of Sales and Marketing, TuffWrap. “We’re also the only company with a complete network of project managers and installers across North America—every project has a dedicated project manager to ensure quality and compliance.”

While the concept of temporary barriers existed in some form, it was TuffWrap’s Founder, Dave Campbell, who saw the potential to create a safer, more effective solution. His innovation centered on protecting workers and operations during re-roofing and expansion projects—where falling debris or dust could compromise safety and product integrity. “Dave is a true pioneer in this industry. He recognized a critical gap and developed a comprehensive system to protect people and products during construction and renovation. His innovation enabled facilities to remain fully operational without compromising the safety of workers, products, or equipment—eliminating costly downtime,” remarks Joanne Esplin, Marketing Director, TuffWrap.

Today, TuffWrap is recognized as the household name in temporary interior protection across North America. Its systems are trusted by leading organizations—from food and pharmaceutical plants to automotive and aerospace manufacturers—for their dependability and compliance with the strictest safety codes. At the heart of TuffWrap’s success lies its SmartSeam ceiling barrier system, a product designed to solve one of the toughest challenges in industrial roofing—continuing operations safely under active construction. SmartSeam is both code-compliant and FM-approved, ensuring facilities meet legal and insurance requirements without interruption. Unlike competitors, who may use non-compliant solutions that put clients at risk, TuffWrap’s SmartSeam system is engineered for safety. Each five-by-six-foot panel is sewn with heat-sensitive thread—an ingenious feature that allows it to act as a fire-safety mechanism. “If there’s a fire, the thread melts, and the panels open up like trap doors, allowing the sprinklers to activate and extinguish the fire,” explains Schmidt. This thoughtful design not only meets code requirements but sets a new benchmark for safety and innovation.

The company’s temporary wall and exterior containment systems follow the same principle—protecting operations from dust, debris, or weather damage without the flapping, tearing, or deterioration common in inferior solutions. Every installation is guaranteed for performance, ensuring consistent, durable containment no matter the environment.

Behind TuffWrap’s technical achievements is a culture deeply rooted in quality assurance and continuous improvement. Every product is manufactured under strict audit processes by the International Code Council (ICC) and FM Approvals—two of the most respected regulatory bodies in the field. Random audits ensure that the products being delivered are identical in quality and safety to the ones originally tested and certified. In addition to these rigorous external standards, TuffWrap invests heavily in training and safety oversight. All installers receive comprehensive instruction at the company’s corporate headquarters to ensure installations meet building code and FM requirements. A dedicated safety engineer travels frequently to project sites to confirm compliance and best practices. This hands-on commitment is what has made TuffWrap a trusted partner to some of the world’s largest brands.

TuffWrap’s value becomes most visible when industries face critical operational challenges. One such case involved a popular food brand that faced a listeria contamination in one of its North Carolina production lines. The FDA intended to shut down the entire plant. However, when regulators learned about TuffWrap’s containment solutions, they allowed the other production lines to remain operational. “Our walls isolated the contaminated area, protecting the rest of the facility,” Schmidt explains. “It didn’t just save them millions—it preserved their reputation.” Another striking example is an automobile manufacturing facility, where condensation was damaging freshly painted vehicles on the lower level of a two-story paint line. Instead of redesigning the entire line, Tesla installed TuffWrap’s SmartSeam ceiling barrier



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to prevent moisture from dripping onto cars. What began as a temporary fix has become a permanent feature of their facility. These examples underscore TuffWrap’s ability to adapt its innovations to solve even the most complex industrial challenges.

TuffWrap’s commitment to innovation and growth is evident in its rapid expansion. The company continues to expand its production, installation, and sales teams to accommodate this growth. The company’s headquarters are also undergoing a significant expansion to accommodate new talent and operations. While North America remains its primary market, TuffWrap is extending its reach. The company continues to experience growth in Canada and Mexico markets.

Despite growing competition, TuffWrap remains miles ahead of other providers. Its holistic model—combining product manufacturing, installation, and project management—ensures total control over quality and consistency. Unlike competitors who outsource labor or rely on non-compliant solutions, TuffWrap’s direct-hire workforce and rigorous standards maintain reliability and trust. One of the most persistent misconceptions in the industry, Schmidt notes, is that code compliance is optional. “Some people think it doesn’t matter because the barriers are temporary,” he says. “But the truth is, code compliance is the law. A single incident could expose a company to massive liability.” It’s this uncompromising commitment to doing things the right way that has made TuffWrap a preferred partner for major renowned organizations. In fact, TuffWrap’s pioneering vision—born from one man’s realization that safety shouldn’t be compromised for progress—continues to shape that future. With a foundation built on innovation, compliance, and care, TuffWrap stands not just as a service provider but as a protector of people, productivity, and reputations. [Go](#)