
FOR THE EXCLUSIVE USE OF JEFF@JZCOMPANIES.COM

From the Dayton Business Journal:

<https://www.bizjournals.com/dayton/news/2021/10/18/dayton-developer-moves-ahead-with-game-changing.html>

Dayton developer moves ahead with 'game changing' construction invention

Oct 18, 2021, 11:27am EDT Updated: Oct 18, 2021, 6:08pm EDT

Showcased inside a parcel within a massive warehouse complex in Springboro, [Jeff Samuelson](#) beams when talking about his invention. Inside this space, a taped-grid with sensors adorns a large concrete floor as a high-tech laser hovers from above.

Samuelson then hits a key on a nearby computer and a detailed green-laser schematic fills the grid with precise architectural measurements.

This demonstration showcases his invention, ChalkLine4D, which has consumed the longtime developer and architect for the



Jeff Samuelson is founder of JZ Companies.

better part of five years.

ChalkLine4D, which consists of multiple patents and more than \$1 million in research and development, is meant to be a game changer for the construction industry.

While the pandemic slowed its progress, the company and its product are taking hold across the state.

The firm's success could prompt more local jobs and a national expansion.

The biggest issue Samuelson strives to overcome entails the issue of change.

“As Chalkline4D is a new product, awareness of the capabilities to accurately, and quickly solve complex layout issues is the largest obstacle to overcome,” Samuelson told me. “This is very similar to the adoption of Autocad, and other early stage CAD programs in the design world a couple decades ago.”

Samuelson — owner of JZ Companies, whose projects include developing part of the Brown Street corridor near the University of Dayton — sought to find a solution to a familiar construction issue.

That issue entails mapping an architect’s designs precisely the way its intended, meaning the electric lines, plumbing, elaborate staircases and everything involved can be built without any issues.

A challenge in the construction process, Samuelson learned over the decades, derives from the initial mapping of a construction project.

Traditionally, the process entailed lines of string, chalk or tape measures placed on a floor to show where plumbing and walls would be built. Yet if those measurements are not lined precisely, time delays and cost overruns happen.

Brian Schottenstein, president of Columbus-based Schottenstein Real Estate Group, believes there are many areas where this product can improve construction.

“An invention like this can lay out walls much easier because you have the exact dimensions right in front of you,” Schottenstein said. “You don’t risk being wrong and going back to the drawing board. This way, you have everything up front.”

Schottenstein Real Estate Group is one of the largest developers/builders in the

Midwest, focusing on residential and mixed-use projects.

Samuelson's mission includes informing the industry on ChalkLine4D and its new way of improving construction.

"It takes concentrated effort to educate the industry on a new technology," Samuelson said, as he taps into Ohio markets and beyond.

The price for the product's site technology varies, but an estimate is \$3,200 for a day's usage.

"There really is no competition for this," Schottenstein said. "He's coming in as a market disrupter, getting general contractors and the industry to come on board."

Caleb Stephens

Editor-in-Chief

Dayton Business Journal

