



Desert Sage Wall Systems  
Images courtesy of Desert Sage Wall Systems.

## Desert Sage Wall Systems Expands with Prefabricated Wall Panels as Construction Booms in the Northwest

**Idaho-based Desert Sage Wall Systems is embracing prefabrication technology and tackling larger projects while continuing its 34-year legacy as a trusted plastering and EIFS contractor.**

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For more than three decades, Desert Sage Wall Systems LLC has been a cornerstone of the exterior plastering industry in Idaho and the greater Northwest. Known for its expertise in EIFS and Portland cement, the company has built a reputation for quality, reliability, and generational commitment. Now, with the construction market shifting and demand evolving, Desert Sage is embracing new technology and expanding its capabilities into prefabrication.

Since 2023, Desert Sage has reported steady growth while staying focused on its core plastering services. The company has also invested heavily in prefabricated exterior wall panels, an area where it sees significant potential. In late 2023, Desert Sage joined the STO Panel Technology program—the largest manufacturer network of building envelope solutions in North America. Earlier this year, the company successfully completed its first STO Panel project, producing and finishing 3,049 prefabricated panels clad with EIFS. These panels incorporated EPS insulation ranging from 5.5 inches to 12 inches thick, a milestone that marked Desert Sage’s formal entry into prefabricated building systems.

Owner Frank Freeman, who took the helm after starting with the company as a young man in the 1980s, says the move toward prefabrication is part of adapting to a changing industry. “I’ve been very interested in prefabrication for years,” Freeman explains. “As we see our market changing, we believe there’s going to be a greater need for fully finished exterior walls in the future.”

The company isn’t stopping with standard systems either. Desert Sage is pursuing projects that incorporate non-traditional EIFS finishes such as STO Cast Brick and STO Cast Wood, providing builders with more design flexibility.

Business overall remains strong. In 2024, Desert Sage tackled some of its largest projects yet, boosting its overall volume. Looking ahead to 2025, Freeman expects a return to more typical project sizes, though the backlog remains healthy well into the year. “Construction in the Northwest has always been unique,” Freeman says. “Our ability and willingness to travel has helped us stay successful throughout the years.”

Technology has been a constant force of change for the company. Freeman recalls the days of relying on fax machines; now everything is digital and mobile. He credits modern fluid-applied membranes as one of the most important product innovations, calling them a game-changer that helped revitalize the EIFS industry.

With a dedicated staff of about 30 and strong relationships with distributors such as Evergreen Building Products and Northwest Foam Products, Desert Sage has maintained consistency through long-term partnerships. For Freeman, however, the company’s greatest strength lies in its people. “Seeing my crew grow, and now their children come and work in the trades, has been one of my greatest achievements,” he says.

As Desert Sage looks toward the future, Freeman's nephew, Russell, is preparing to carry the torch. Together, they plan to expand prefabrication services while continuing to invest in equipment and talent. For the Freeman family, the plastering business is more than a livelihood—it's a legacy.



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