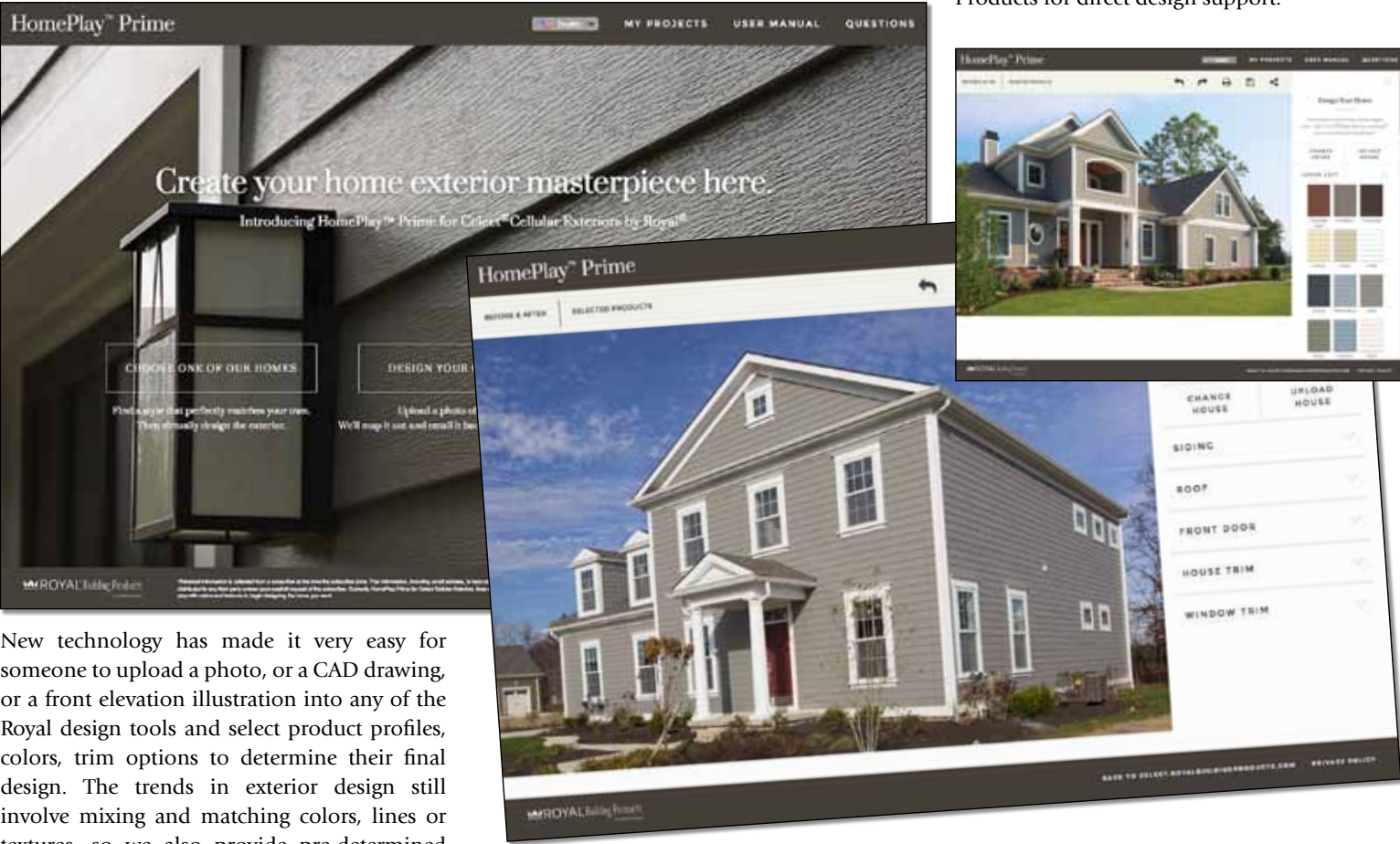


Royal Design Support Can Be Just A Phone Call Away!

As a pro, Royal recognizes that you focus your time on growing your business, honing your craft, learning new materials, understanding homeowner needs and educating them on product options – and then ensuring that the installation will provide the highest quality and best performance over time.

But one very important aspect of closing the deal with the homeowner is showing them what the finished product will look like on their home. That’s why Royal has invested so much time and resources into online design tools, brochures and website content that helps educate pros and homeowners on good exterior design.



New technology has made it very easy for someone to upload a photo, or a CAD drawing, or a front elevation illustration into any of the Royal design tools and select product profiles, colors, trim options to determine their final design. The trends in exterior design still involve mixing and matching colors, lines or textures, so we also provide pre-determined color palettes or actual home design options if coordinating profiles or colors is not something that you or your homeowner are comfortable doing.

But sometimes, despite the ease of using these tools, you just want to talk to an exterior design expert – and Royal provides that opportunity too. Recently, Grant Hancock, sales representative at the Lansing Roanoke branch, introduced Royal to Paul England, a homeowner that was very involved in the design and build of a mountaintop home overlooking the town of Roanoke. The

location exposes the home to considerable environmental challenges and Grant and Paul worked together to evaluate options that would meet the performance demands while also providing Paul with another important demand – minimal maintenance. They agreed on Celect® Cellular Composite Exterior by Royal.

Paul uploaded his house plans into Home Play Prime™, Royal’s online design tool for the Celect product line, to determine product profiles and colors. He settled on a combination of Dune and Latte colors and was also mixing Board and Batten with Shake profiles. The design

tool also helped him determine window, door and corner accents using Royal trim and moulding profiles. He was struggling, however, with the color choice for these accents and no matter what he chose, he wasn’t satisfied or confident with his decision. So, Grant connected Paul with Kriss Swint, Royal’s exterior design expert.

“We talked through and used Home Play Prime to look at quite a few options,” Kriss said. “He eventually settled on Wrought Iron which created a beautiful contrast to the Dune and Latte siding.” And, Kriss’ exterior design

support didn’t just stop with Royal’s products. She also spent time working with Paul on color options for his roof, front door and gutters – products that Royal does not manufacture but still includes in design tools to provide a total exterior design image.

Royal has three online design tools – Home Play Prime® for the Celect product line, Home Play® for the Royal vinyl siding lines and Dream Designer® for the Exterior Portfolio product line. Contact your Lansing branch for more information on these tools, including how to get training on using them, or how to connect you directly with Kriss Swint at Royal Building Products for direct design support.



 ROYAL® Building Products

LANSING BUILDING PRODUCTS SHOP TALK

WWW.LANSINGBP.COM

FALL 2016

LANSING BUILDING PRODUCTS LETTER FROM HUNTER *PRESIDENT*



Lansing Building Products is now in the throes of our busiest time of the year. We seem to be running at full speed and many of our locations are setting new sales records. We have relocated several branches into newer, larger facilities to accommodate their growing sales, and have also announced plans to open within the month in Houston, TX. It is good to be growing again!

Our Executive Management Team is also starting to put our plan together for 2017, as well as finalizing a long range strategic plan and vision for the future. A main emphasis will be to continue enhancing and strengthening our company culture. LBP is a family business, and we are fully committed to remain as such. Included in our ‘family’ are our valued Associates and customers. Everything we do here at LBP is centered around providing the highest quality products combined with world-class customer care and service. To accomplish this requires elite, competent, and knowledgeable Associates. Our Associates are the best in the industry, and we are firmly dedicated to providing them all the tools and opportunities necessary to further grow and develop. Additional resources are being invested into expanding and refining our recruiting and training, to help ensure we continue to attract and retain the highest caliber of team members possible.

I want to take this opportunity to thank each of our Associates for all that you do, for your daily commitment and dedication to LBP. Our people are what makes us different, and we believe we have the best people in the industry. Thanks for going the extra mile in this busy time of the year.

I would be remiss if I also didn’t take a moment to thank you, our valued customers. All of us at Lansing Building Products appreciate your business and are grateful for the opportunity to serve you. We renew our pledge to provide you with the highest quality products combined with the best possible service. Respect – Service – Excellence...It’s The Lansing Way.

Hunter

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7" and 6" half round.



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machines available.

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and brake financing.*



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And More!**



**Lansing is dedicated to
helping your business grow!**

For more information about
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contact your Lansing
representative or email us at
marketing@lansingbp.com.

Fypon Door Surrounds Offer Easy Installation, Dramatic Looks

Love the look of a well-trimmed door but concerned about the labor and time associated with adding one to a job? Fypon understands that time is money but also that great curb appeal is key to homeowner happiness and better resale value—not to mention the builder’s bottom line. That’s why they’ve developed a solution to balance the two.

Fypon Door Surround Kits provide the best of both worlds—good design and no-hassle installation. The polyurethane kits come with all needed parts and offer single-product ordering. At the same time, the polyurethane pieces deliver continuity and accuracy across multiple styles.

STYLE
Concerned about a complicated install that doesn’t match the project? Not a problem for Fypon’s door surround kits. Choose from multiple styles to fit most home exteriors. The product designs are architecturally correct and historically accurate. (with smooth door surrounds, which are the only ones offered in kits, this is not true)

Pilasters and crossheads come in a variety of styles to fit any door, and kits are available for single and double doors. The kits offer the options for doors with sidelites as well. The pilaster can be purchased in a plain, simple flat design for Arts & Crafts or Cottage style homes, or in fluted, which has vertical grooves for a Classic or Victorian look. Coordinating crossheads for the top of the door frame are available with a keystone for a large focal point or without one for a more subtle look.

PERFORMANCE
As with all Fypon products, the polyurethane door surrounds are engineered for consistent quality and long-lasting performance. Each product is weather and moisture resistant, creating longevity for the products you choose. They are also insect resistant and will not warp, crack or split. The products are maintenance free, lighter in weight than wood or plaster, and can be stained, painted and faux finished. Finally, the trim is easy to install with standard wood working tools and no extra labor costs incurred.

Specifying a Door Surround Kit is straightforward: Simply answer a few basic questions, such as single door, single door with one sidelite, single door with two sidelites or double door. The process condenses the specs from three separate SKUs since the keystone fits onto the crosshead I would change this to(pilasters and crosshead with or without keystone) to just one part number, simplifying ordering and speeding up delivery times.

The kits are available for door sizes of 32” to 85 ½”w by 80” to 90”h.

When it comes to comparing materials, Fypon door surrounds require much less labor and install hours than traditional wood door surrounds, reducing costs on the job. When it comes to performance from the created product to easy install to low maintenance in the future, a Fypon door surround kit is the perfect fit.



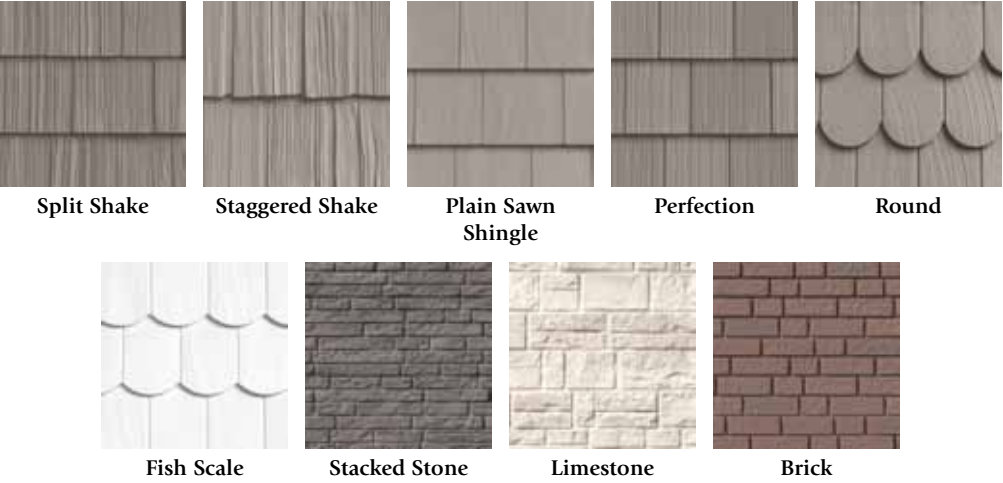
FYPON Surrounds		Wood Surrounds
Materials:	\$ \$ \$231	\$ \$150
Labor:	\$ \$52	\$ \$ \$216
Total Cost:	\$ \$283	\$ \$ \$ \$366
Install Hours:	🕒 1 hour	🕒 🕒 🕒 🕒 4.5 Hours

Fypon surround advantages vs. wood.



The FACTS About FOUNDRY

Whether you’re looking for bold accents or full wrap around application, Foundry can bring years of lasting beauty to any home. Foundry had the products you need including 9 profiles:



- Available in 40 Colors
- 10 Weathered Colors
 - 9 Timeless colors
 - 5 Uptown
 - 5 Shoreline Colors
 - 11 Stone and Brick colors
 - 200+ Competitive Color Matches

- For the challenges you face:**
- Authentic Appearance
 - Easy to install (installs like vinyl siding)
 - Lower Scrap (lower than vinyl siding)
 - Class 1A Fire Rating
 - Wind zone: Texas Department of Insurance and Florida Building Code

- In landing the jobs you want:**
- New Construction
 - Remodeling
 - Mansard Roofs
 - Projects – up to 30% less installed costs

The Fact is Foundry has used it 20+ years experience in making shake and shingle siding and can help grow your specialty siding sales. Ask your Lansing representative for more information.

Grow Your Business With Simonton ProNetwork®

As part of the Ply Gem family of brands, Simonton Windows and Doors provides homeowners with a broad portfolio of premium vinyl windows and patio doors for remodeling, new construction and coastal living applications. Simonton offers contractors the tools they need to help increase their business and sell to homeowners.

Simonton’s ProNetwork is a loyalty program that offers rewards, training, leads and more. Contractors who use ProNetwork, see an increase in sales vs. non ProNetwork members.

- Take a SEAT on ProNetwork:**
- SELL more with convenient homeowner financing programs and customizable sales tools
 - EARN rewards for yourself and your business through training and product purchases
 - ACCESS promotions, deals, and exclusive homeowner leads
 - TRAIN in person or 24/7/365 online with courses that help your business thrive

- The Newest Simonton ProNetwork Features and Benefits:**
1. Homeowner Financing: Members that sign up for homeowner financing will receive a special financing kit that includes Simonton branded promotional items.
 2. In-Home Presentation Tool: Create a customized selling tool to meet your homeowners’ needs. Customized tools give you an easy way to tailor your message to each homeowner with a professional, polished look.



Signing up is easy!
A two-step online application is all it takes. Sign up at www.ProNetwork.com and receive 500 points instantly.



Marketing Support

Close more sales with in-home selling materials and more.



Exclusive Training

Improve product knowledge and sales performance with online training courses.



Valuable Rewards

Get your choice of rewards by redeeming points earned for sales and training.