



## LANSGING BUILDING PRODUCTS MEMO FROM HUNTER

PRESIDENT



Fall will be over soon, and Winter begins. I hope your business has been good as will the next few months. At Lansing we have moved some of our warehouses to larger facilities to allow us to carry more inventory and service you better. We have plans to continue to upgrade our showrooms and warehouses to meet your growing needs. I am grateful to be a part of your business success and want to continue to build a strong partnership between Lansing Building Products and your business. I wish you a Happy Holidays and prosperous 2018.

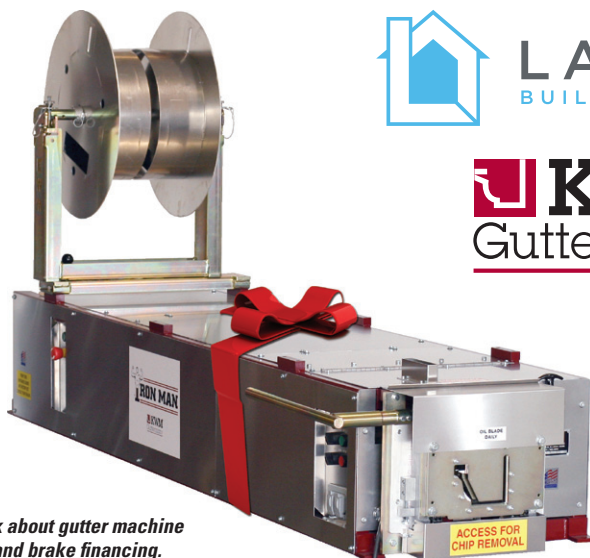
*Hunter*



**LANSGING**  
MARKETING SERVICES

**ELEVATE YOUR VISIBILITY.  
GROW YOUR BUSINESS.**

## Treat Yourself for the Holidays With a New Gutter Machine!



**LANSGING**  
BUILDING PRODUCTS

**KWM**  
Gutterman INC.



Ask about gutter machine  
and brake financing.

**Lansing Building Products offers a large array  
of gutter machines to meet your needs.**

**5" Iron Man • 6" Iron Man • 5/6" Iron Man**

**7" Iron Man • 6/7" Iron Man • 6" Half Round**

Fascia Machines and Iron Man Jr. Gutter Machines also available.

**ROCK SOLID GUARANTEE on all Machines: 3-YEARS Parts & Labor/Mechanical  
1-YEAR Parts & Labor/Electrical**

### Lansing Marketing Services Include:

Direct Mail/Postcards  
Flyers • Brochures  
Business Cards  
Door Hangers  
Magnetic Signs  
Job Site Signs  
Posters • Banners  
Logo Design & More!

Lansing Marketing Services are dedicated to helping your business grow and to saving you time and money.

For more information contact your Lansing representative or email us at [marketing@lansingbp.com](mailto:marketing@lansingbp.com).



# Add Classic Craftsman Style with New Fypon Crossheads

The first impression buyers get from the curb can be a make it or break it moment when it comes to a home. Creating a beautiful, style-specific entry to a home is easy with the right products on hand, and Fypon's newest additions, the Craftsman Cove Crosshead and Craftsman Stepped Crosshead, are the perfect fit.



As the craftsman aesthetic continues growing in popularity in the new build and renovation market, these two new crossheads can easily be installed over doors and windows to finish off the look. A unique feature of the new crosshead designs are that they are ordered in 216" lengths. This allows the installer to order from the local dealer or distributor, and then cut to the exact size required for each window and door. Or field fabricate on the job site for fast and easy installation.

## Craftsman Cove or Stepped?

While both crossheads will fit the craftsman style, how do you know which style will best fit the home design? The Craftsman Cove

Crosshead offers the height and look of the traditional wood built-up crosshead with cove and top trim. Add optional end caps, available in 3 1/2" and 5 1/2" width to fit standard door and window trim, creating a look that can add a modern flair to a classic craftsman or prairie style home.

The other option, Craftsman Stepped Crosshead, plays more off of the arts and crafts feel with a simple, linear design. The design encompasses a breast-board layered with two moulding pieces, which creates a classic stepped look. The perfect complement to an Arts and Crafts, Bungalow, Cottage or Farmhouse.



## No Worries During or After Install

Fypon's crossheads are made of polyurethane and like all Fypon products are lightweight and durable, making installing quick and easy. When adding the end caps to the Craftsman Cove style, they overlap the breast board to conceal installation screws, eliminating patching. Plus, they are low maintenance, as they are resistant to the regular culprits of wear and tear: rain, snow, wind, strong sun and insects. Both styles also offer a slanted top projection to allow for

# FYPON®

moisture run-off, and the product will not warp or separate over time.

"These new crosshead offerings give builders and contractors the benefit of being able to cut the long linear length on-site to exact requirements," said Michelle Hull, product manager, Fypon. "All they have to do is measure, cut, then glue and screw. Plus, multiple moulding build-up is not required, saving time and money."

The Craftsman Cove Crosshead is available in a 9" height and 216" length, with 3 1/2" or 5 1/2" end caps. Or if you prefer the look of the Craftsman Cove Crosshead without the ends, just cut to fit, glue, screw and paint. The Craftsman Stepped Crosshead is available in both 6" and 8" heights and the 216" length. These two new styles offer more options to enhance the beauty of the homes you build or remodel.

Contact your Lansing representative for more information on Fypon's new crossheads and other products, or visit [www.fypon.com](http://www.fypon.com).



# Design the Perfect Entryway with Therma-Tru's Doorways™ App

Therma-Tru's Doorways App has been redesigned to better serve homeowners and building professionals, allowing them to create the perfect entryway for any home. Quick and easy-to-use, Doorways is a great accompaniment to traditional print literature. Using the app, homeowners are able to choose a door to fit their own personal style and the architectural details of their homes. Doorways includes inspiration to coordinate with the architecture of any home, ranging from Craftsman to Modern. Dozens of decorative, privacy and specialty glass options are also available to add the perfect finishing touch.

## Explore a variety of features

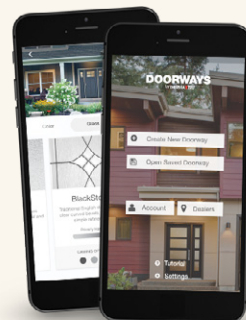
Using a photo of the home, the app guides the user step-by-step through customization options for door styles, glass designs, handlesets, stain and paint options and more. Users can size and scale doors in the camera view, and try out different door and glass combinations on their homes. The Doorways App features a built-in visualizer, allowing the homeowner to instantly see how a Therma-Tru entryway would upgrade their home's curb appeal.

## Bring your vision to life

Doorways users can save multiple entryway ideas to the app, with a summary of product information automatically included for easy reference. They can also share different looks with their family and friends via e-mail and social media. Therma-Tru's dealer locator, complete with contact information, is easily accessible within the app, allowing the homeowner to bring their dream entryway to life. The mobile app is available for Android and iPhone and iPad devices. Download the Doorways App on the App Store or get it on the Google Play store.



Download the Doorways App now and open the door to new possibilities.





# Show Your Customers How to Best Winter with Structure® Insulated Siding



Insulation is one of the best ways to make a home more comfortable. It helps keep families warmer in the winter and cooler in the summer. It makes a home quieter by reducing the transfer of outdoor noise and helps keep out allergy-inducing molds and substances — all while lowering energy bills. Yet, with all of insulation's benefits, the vast majority of existing U.S. single-family homes are under-insulated.

## STRUCTURE® HOME INSULATION SYSTEM™

Ply Gem Mastic makes it easy to add a layer of insulation to any home. With Structure® insulated vinyl siding, the building industry can quickly help homeowners capture the benefits of traditional insulation and enhance both their home's comfort and style.

### A Continuous Layer of Insulation

Structure is backed with polystyrene foam insulation, which wraps the home's exterior

with a continuous blanket of insulation up to 1-1/4-inches thick. It increases the wall system's R-value and boosts the thermal performance of exterior walls, helping to minimize air leakage and reduce the impact of thermal bridging between wall studs. The International Energy Conservation Code (IECC) and ENERGY STAR® have recognized insulated siding for its effective energy performance.

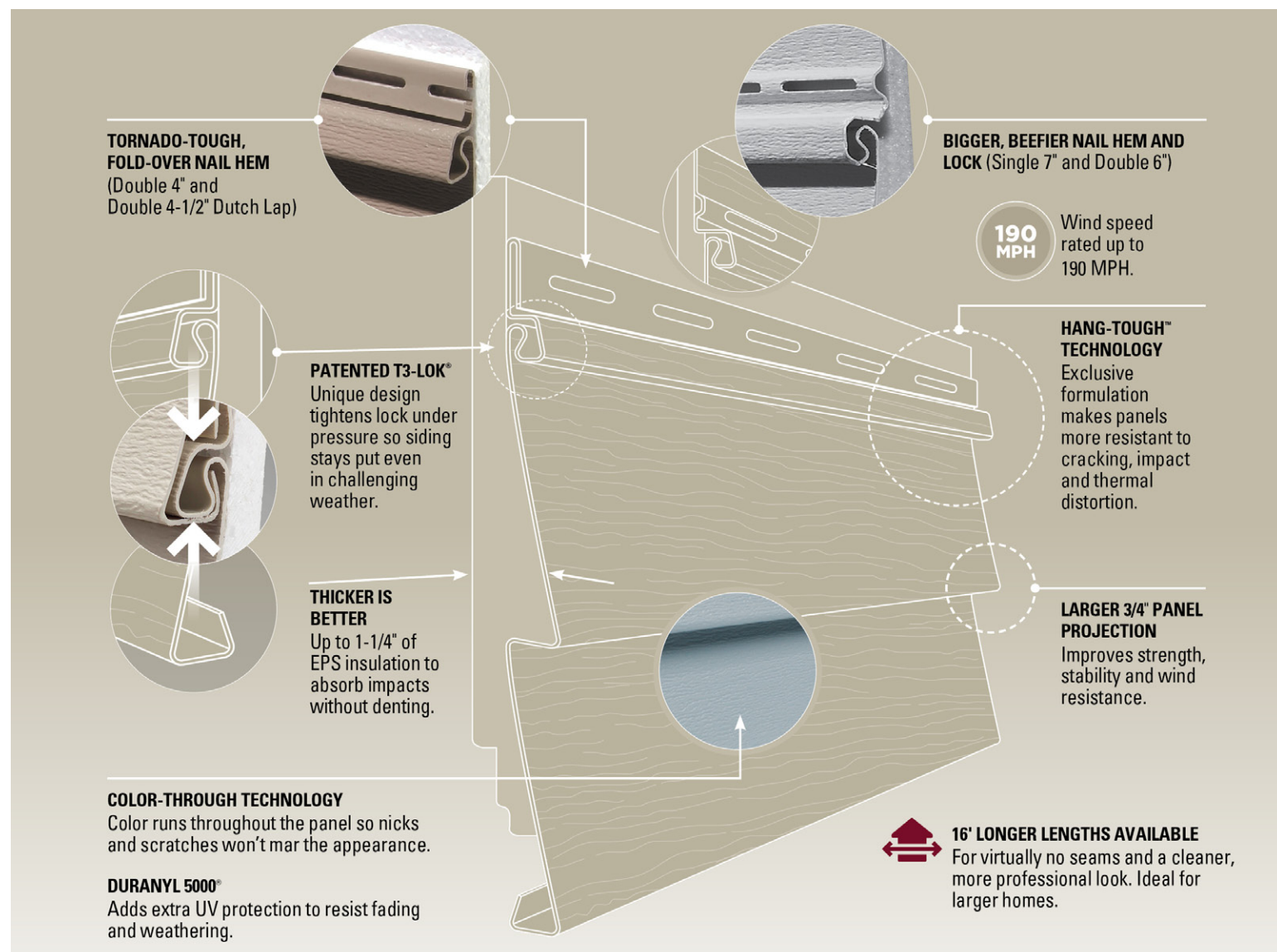
In addition to increasing a home's comfort, Structure enhances a home's visual appeal. All panels have a true cedar grain to resemble real wood siding. An enhanced 3/4-inch projection creates straighter, deeper shadow lines for a more pleasing aesthetic. The insulation features tighter, lay-flat seams for a virtually seamless look. With up to 25 colors in a variety of profiles, including Single 7-inch, Double 6-inch, Double 4-inch and Double 4.5-inch Dutch Lap panels, homeowners can create thousands of color combinations for a truly unique color palette.

### Strong, Easy to Maintain

Best of all, the Ply Gem Mastic Structure Home

Insulation System is easy to install, built to last, and doesn't require the maintenance and repair costs of wood. It's manufactured with the patented T3-LOK® and Tornado-Tough Nail Hem for strength, rigidity and wind resistance up to 190 mph. With 50 percent post-consumer and post-industrial recycled materials, the system helps builders earn green building credits and satisfies today's eco-conscious homeowners.

For more information visit [www.plygem.com](http://www.plygem.com) or contact a Lansing representative.





# What Makes a ProVia Door a “Professional Class” Door



ProVia’s vision is to be the premier building products manufacturer, providing unmatched quality and service, and that starts with our mission statement “To serve, by caring for details in ways others won’t”. Those details, coupled with the construction of our quality built doors help make ProVia doors stand apart from the competition. Our top two lines, Legacy Steel and Signet Fiberglass doors exemplify this.

## Legacy Steel Doors

Our Legacy steel doors are essentially commercially constructed, but made residentially applicable by filling them with a polyurethane foam for unmatched durability and ultimate energy efficiency. Legacy doors use 20-gauge hot-dipped galvanized skins that give them 49% more steel than a standard 24-gauge door for superior strength. Those skins are then assembled using a tab and slot design that interlocks the skins together every 1 ½” down both sides giving a true steel edge to help eliminate the chance for delamination commonly seen in the industry. This one-piece construction helps alleviate warping and bowing while ensuring energy efficiency.

## Signet Fiberglass Doors

Signet Fiberglass doors are as real as it gets when it comes to getting that wood door look without the maintenance that ensues. A NVR (nickel vapor deposition) process that mimics the smallest details of an actual wood door make it hard to differentiate from a wood door. It’s the construction of Signet, that make it unlike any door in the industry. We use a 4 ¼ finger jointed 3ply hardwood strike stile (1 ¼ industry standard) accompanied by a 2 5/8 finger-jointed hardwood hinge stile both kiln dried (like furniture grade wood) to stabilize the wood to help fight contraction and expansion which helps prevent warping and bowing resulting in decreased energy efficiency. Those stiles are then dovetailed at all four corners to the top and bottom rails giving the Signet the strength, security, and durability to last.

## Finishing

The finishing process of a ProVia door brings beauty to their rigid construction. Whether the door is being painted or stained, our finishing process gives the door a professionally-finished look backed by one of the industries’ best warranties. Our Legacy Steel doors carry a seven year finish warranty and our finishing process (using P3 Fusion) on our Signet Fiberglass doors enable us to offer a 10-year finish warranty giving you a beautiful, maintenance-free product made to last.

## Customization

ProVia’s ability to customize both lines of these door lines really set us apart. Because we manufacture the doors from the inside-out, we have the ability to customize in 1/8” increments to allow the door to be built for the opening versus having the opening built for the door. This not only saves time and money during the install, but helps ensure every homeowner is getting a professional- class door and a professional installation of a quality built product.

A product is worth what it can do for you, not what it costs. Using high-quality materials while constructing our doors, paying attention to the small details along the way, and finishing the product to last, gives value in every dollar spent. Our doors are built with the mindset that we’re not just building your next door, we are building a door you will love and cherish for years to come. Contact a Lansing representative for more information on ProVia Doors.



## THE HIGHEST STANDARDS

ProVia is committed to making doors The Professional Way; doors individually customized for homeowners to the highest standards of durability, security and energy efficiency in the residential market.

