



LANSGING BUILDING PRODUCTS MEMO FROM HUNTER

PRESIDENT



Spring is here! With Spring comes the return of green grass, flowers, warmer weather and more opportunity to grow your business. In preparation for a busy building season we have stocked our inventory, expanded our staff, and in some locations moved to bigger warehouses. Our associates have been trained on the newest products our vendors have to offer. Some of those new products are in this edition of Shop Talk. I invite you to read Shop Talk so that you can offer your customers the newest products on the market. Thank you for partnering with Lansing Building Products and I look forward to a great 2018.

Hunter

Visit Lansing Building Products for all Your Railing Needs!



Vinyl



Aluminum



Composite



Cable Rail

Is it time to replace your old gutter machine or buy another one to keep up with demand?



Iron Man
Available in 5", 6",
7" and 6" half round.



Lansing Building Products
offers the finest gutter
machines available.

Ask about gutter machine
and brake financing.



Iron Man combo
Available in
5"/6" and 6"/7".

Manufactured in the USA • 3 year warranty on parts and labor • 1 year on electrical



LANSGING
MARKETING SERVICES

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

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 while saving
you time and money.

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



Enjoy The Great Outdoors With Wolf

Not long ago, America's version of enjoying the great outdoors was packing the kids, the cooler and the camping gear in the family station wagon and heading out for a weekend -- or a week -- of living under the stars. While many folks still enjoy this tradition, many more, from millennials to retirees, are staying much closer to home and tricking out their own backyards as convenient, even luxurious, outdoor retreats.

The popularity of patios, decks, outdoor kitchens and more has grown into a multi-billion dollar industry, predicted to hit \$9.1 billion in 2019. Never before have those in the building industry been in a better position to help homeowners enjoy more fun times and more open outdoor space -- all with less and less maintenance thanks to innovation and technology.

Wolf Home Products (www.WolfHomeProducts.com) offers a wide selection of wood alternative decking and porch boards, with over 20 solid and variegated colors to choose from. Wolf's proprietary decking technology helps block harmful UV rays and allows Wolf to extend a 25-year stain and fade warranty. Wolf also offers three lines of composite and aluminum railing systems to complement homeowners' needs for safety, style, selection and value.

Contractors can help their clients extend day into night with outdoor lighting systems, fire pits and outdoor dining areas to keep the good times going. Wolf even offers an all-new line of outdoor cabinets -- Wolf Endurance -- engineered to withstand Mother Nature's harshest moods.

The great outdoors has never been a more popular destination for relaxation, entertaining and good ole times with family and friends. Turn to Wolf Home Products for one of the widest selections of long-lasting outdoor living solutions under the sun.



WOLF HOME PRODUCTS™



Fypon Offers Stylish Durability Inside and Out

Harsh winter weather comes with unexpected challenges, often slowing your renovation schedule and sometimes damaging the exterior of the home. Homeowners seek unique design elements to capture curb appeal and increase resale value, but traditional wood products do not fare well against the elements. Not only do you lose time repairing damages of wood products, but you also spend more time during installation. Fypon's lightweight polyurethane materials offer higher durability against tough weather and easier installation to save you time.

Fypon proves that style and durability don't have to be mutually exclusive. With products like our new Shaker Shutters, you can capture the look and feel of traditional wood products while offering protection against moisture damage like warping and cracking. These 2-panel flat recessed shutters arrive on site primed for you to immediately begin painting the perfect shade for your color scheme. Three widths (12", 16" and 18") and heights (24" to 120" in 1" increments) are available to fit any window style or design, which means no more building shutters on the job site. Fypon's Shaker Shutters use 2" wide stiles and 2 1/2" wide rails with the center rail positioned in the center of the shutter to capture the distinctive characteristics of shaker-inspired woodworking.



Shutters offer a touch of charm to a home's exterior and can be complemented by other design elements to create a truly one-of-a-kind look. This classic, versatile addition to a home's exterior fits with styles ranging from Craftsman, Arts & Crafts, Colonial, Modern Farmhouse and many others. Complete the Shaker Style with a matching door in the entryway, or create a beautiful exterior façade by adding Fypon's Craftsman Style Cove or Step Crosshead available in Trimmable or Ready-To-Install.

Also consider freshening up the existing elements of the home's exterior to create a cohesive look. Column wraps are an easy way to add a new stylistic flare to a home's structural



support. Fypon's new line of PremiumSelect Square and Tapered Column Wraps are available in semi-assembled flat, raised, fluted and recessed panels to fit perfectly with your design. The two-piece design offers more flexibility to save you time during your renovation, and PremiumSelect Column Wraps arrive with all installation materials included so you can get started immediately. The unique design has the installation cleat on the exterior of the column to provide room around the support post,



offering more flexible positioning that maintains stability in harsh weather. Craftsman, Greek, Plain, Roman, and Tuscan style cap and base, along with neck mould accessories are available with the PremiumSelect column wraps to create a truly custom design for your clients.



While it is important that the home's exterior is equipped to handle the cold winter months, the interior must also offer a sense of warmth and style for your clients. Design a mantelpiece for homeowners to admire every time they warm up next to the fire. Fypon's beams feature a realistic woodgrain that is indistinguishable from real wood and are five to seven times more lightweight. No additional structural support is needed, which makes for easy installation with blocking. Fypon's polyurethane material saves \$16 or more per foot when compared to wood beam products, making these beams a cost-effective way to add an architectural feature that homeowners will cherish. Contact your Lansing representative for more information on Fypon's newest products and find style inspiration at www.fypon.com/products/new-products.

Show Your Customers a Smarter, Stronger Gutter Hanging System



Over the years, the building industry has tried to solve the issue of hanging gutters. The solutions haven't been good ones. It started with spikes and ferrules, which can work loose and be bent by a fallen tree limb or heavy snow. Today's typical choice, hidden hangers create weak spots and gaps and leave flimsy gutters prone to warping and denting. Worst yet, the warping can lead to water infiltration and damage the roof, fascia and foundation.

There's a real solution that works, and now it's even better — Ply Gem Mastic Leaf Relief Continuous Hanging System with Access Panel. Ply Gem's best next-generation hanger is the strongest on the market and the smartest choice for homeowners. Unlike other hangers, it also keeps leaves and debris out of gutters, reducing maintenance and water damage.

A Stronger Solution

The Ply Gem Mastic Leaf Relief Continuous Hanging System reinforces the gutter front to back, end to end. This unique hanging

system helps combat common gutter failures and provides exceptional strength, stability and durability. No other option supports and strengthens gutters the entire length.

New Easy Access Panel

We've added a new Access Panel so homeowners can keep a close eye on their gutters. To inspect a gutter or flush a downspout, simply remove two screws and slide the panel back. There's no cutting necessary.

Help Homeowners See the Difference

Within just a few minutes, you can help homeowners see and understand the difference as well as the long-term value of choosing the Continuous Hanging System. Here are a few tips to help illustrate the features and benefits.

- Has the homeowner ever dented their gutters using a ladder against them? Explain that this system reinforces and strengthens the gutter front to back and end to end, reducing the chance of damage.
- Show the homeowner the gutter sample. See how easy it is to bend and compress? Insert the Continuous Hanger into the sample. See how much stronger and more durable it is now?
- Use the brochure to highlight the patented design, features and benefits, including the new Access Panel. Explain how the Continuous Hanging System will help combat the issues they are experiencing now or may have experienced in the past. Be sure to leave the brochure behind for the homeowner to read later.

- For homeowners interested in the installation process, show them the YouTube video demo or encourage them to watch it after you leave.

When it comes to strength and durability, no other gutter hanging system works as well or offers as many features and benefits as the Ply Gem Mastic Leaf Relief Continuous Hanging System with Access Panel. Contact your Lansing representative for more information.

Marketing Checklist

- ✓ Ask your Lansing distributor for plenty of brochures and door hangers. Take these with you to every sales call to give to the homeowner.
- ✓ Ask your distributor for an in-home gutter sample.
- ✓ Canvas the neighborhood with door hangers to create more opportunities. Neighbors can be powerful influencers.
- ✓ Ask your distributor to attend a Ply Gem Mastic training session so you can become Certified Leaf Relief Contractors. Ply Gem will add their name and contact information to its "Find A Contractor" listing to receive leads.
- ✓ Ask your distributor to help train your crew. Distributors want to help you make more money and keep your customers happy. If you need installation help, they can advise you directly or coordinate training with Ply Gem.

Therma-Tru's New Expressions Products for 2018



a busy life. Capture the inviting look and feel of simpler times with the new Classic-Craft American Style Collection Shaker-style and Smooth-Star Shaker-style doors.

Bold Statements pushes boundaries with minimalistic, geometric and dramatic styles – all warm and approachable, with a touch of luxe. Unleash creative confidence with this striking modern design trend. Transform an entryway into a bold focal point with the new Pulse flat profile lite frames or Geometric privacy and textured glass.

Renewed Classics is for the homeowner that wants to honor historic design and personalize it in a new way. Embrace the soft, refined design elements of the classics and add a modern twist that creates an easy elegance with relaxed formality.

Bring a soft, classically inspired entryway to life with new Pembridge decorative glass. Contact your Lansing representative for more information.

From new door styles to glass designs, all of Therma-Tru's new products are inspired by three overarching design trends that homeowners are seeking: Casual Comfort, Bold Statements and Renewed Classics.

Casual Comfort is ideal for the homeowner who seeks a relaxed atmosphere and authentic craftsmanship. Its comfortable, cozy nature is just the thing to balance

Boral Unites with Tapco



The Tapco family has joined Boral to offer the most extensive and exclusive portfolio of exterior products. It's a union that brings together innovation, more product options, world-class customer service and strong relationships. Our product offerings now include:

TruExterior® Siding & Trim

Boral TruExterior Siding & Trim products are made with a proprietary poly-ash formula that's a revolutionary step forward in the industry. It offers authentic looks, remarkable workability and phenomenal performance characteristics. TruExterior Siding & Trim are low maintenance, dimensionally stable, and resistant to moisture, cracking, splitting, and termites.

Versetta Stone®

A mortarless stone veneer, Boral Versetta Stone offers timeless beauty in a panel design that installs easily using screws or nails. It's the perfect complement for homes finished in wood siding, fiber cement, brick or stucco.

High Style, Low Maintenance with Azek

As homeowners continue to seek alternative building products that are not only durable and low-maintenance but also aesthetically pleasing, AZEK® Building Products remains an innovator in the industry. Scientifically engineered to last beautifully, AZEK's Vintage Collection® has the most realistic, wood-like appearance, including diverse color palettes, realistic grain textures and superior durability. The Vintage Collection is backed by an industry-leading 30-year limited fade and stain and a limited lifetime warranties. Vintage styles also meet the criteria for a Class A on the flame spread index. The lightweight boards make AZEK an ideal choice for residential and commercial roof top decks.



"AZEK is committed to making sure that our dealers and contractors have the products and color options that keep pace with the evolving demands of homeowners, architects and designers. While the current range of colors in the Vintage Collection has been extremely successful and continues to grow, we also see emerging demand for additional on-trend colors," said Patrick Barnds, SVP of AZEK Building Products. "While AZEK's performance is unmatched, we know the aesthetic of our product can truly make or break a customer's decision to buy. As outdoor spaces continue to be extensions of a home, we are always focused on providing new options that create a balance of form and function."

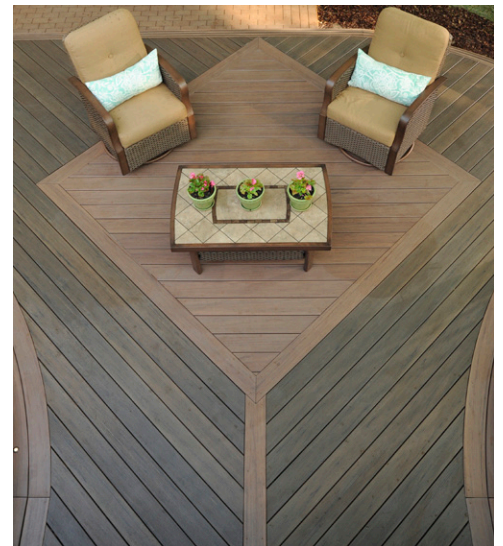
The company is also highlighting a new application of its decking as cladding. AZEK is the first leading alternative decking manufacturer to be issued a code compliance research report for using its products in residential cladding applications, providing protection from rain as well as an enhanced aesthetic for homeowners.

TimberTech's Legacy Collection was the first hand-scraped decking in the capped wood composite category, taking a trend seen in interior hardwood flooring, and bringing it to the outdoors. After completing extensive research over the past year looking at consumer demand and design trends in outdoor living, TimberTech® is introducing three new colors to its premium Legacy Collection. The additions include: Sapele™ (formerly Sequoia), Espresso, and Whitewash Cedar™.

Dedicated to providing homeowners with authentic, real-wood alternatives, the AZEK Building Products design team recognized an unmet need in the market for more dramatic designs and colors, including white decking, a color that has generated extremely positive initial feedback from customers.

"We are always listening to our contractors and homeowners to learn more about what is missing in the marketplace," said Patrick Barnds, SVP of AZEK Building Products. "We are now offering our TimberTech capped wood composite decking in an extensive array of 16 colors, from three different collections and price points. Now more than ever, homeowners can find a color and finish that allows them to upgrade their current outdoor space while complementing their home's existing aesthetic."

TimberTech decking also announced a new warranty, upgrading from a 25-year to a 30-year limited warranty, complementing the 30-year limited fade and stain warranty. With a superior protective polymer cap on all four sides of the board that eliminates any organic materials, TimberTech capped composites have the strength to battle almost anything Mother Nature brings. TimberTech decking is splinter free and is resistant to rot, mold, mildew and moisture damage. Both AZEK and TimberTech decking also have new and improved fasteners, tools and accessories, making jobs as efficient as they are beautiful. For more information about AZEK, visit azek.com. Contact your Lansing representative for more information.



Meeting The Needs Of The Professional Contractor

DUO-SIL ULTRA® is specifically designed to meet the needs of the professional contractor. It is a superior, all-purpose adhesive and sealant combining enhanced ease of application with long-term performance. Duo-Sil Ultra® can be applied from 0° to 140°F, on wet, damp, or dry surfaces and is ready to paint one hour after application. Duo-Sil Ultra® is formulated to withstand the harshest weather conditions, from extreme cold to driving rain to hot and humid conditions. It will never shrink, crack, or peel and has a low VOC formulation containing no isocyanates or solvents.

- All weather application – wet, damp, dry surfaces
- 0°-140° F application temperature
- Paintable in one hour
- Meets or exceeds the requirements of ASTM C920, Class 50
- Meets the performance requirements of AAMA 803.3-10
- Interior/exterior applications including siding, windows, doors, trim and moldings
- Superior adhesion and sealing
- Environmentally safe, non-hazardous, non-flammable, and low VOC
- Non-yellowing formula
- Two-piece plastic cartridge will not deteriorate when exposed to the elements
- 4" detachable nozzle for repeated use and increased efficiency
- Ideal for use with fiber cement siding, vinyl siding, windows, aluminum, wood, mortar, brick, and more

Siroflex®
incorporated



Available in
140+ colors

Contact your Lansing representative
for more information.



The Lansing Series 90 Double Hung family of windows are the best in their class.

For a limited time,
Series 90 window products can earn...



Win with Windows

LANSING
LOYALTY

Four times the points and rewards!



Series 90 4X point values during this promotion:

Double hungs, picture windows and 2-Lite sliders:

= each worth ~~1,000 points~~

4,000 points

Twin windows (mulled) and 3-Lite sliders:

= each worth ~~2,000 points~~

8,000 points

Triple windows (mulled):

= each worth ~~3,000 points~~

12,000 points

Lansing 4X points promotion is for each Series 90 unit purchased by May 31, 2018.

Win with Windows

Register at www.lansingloyalty.com or through a link at www.lbpwindows.com and start accumulating points today!



LANSING
WINDOWS & DOORS



Win with Windows

LANSING
LOYALTY

Invoices are automatically tabulated and points are loaded into your individual Lansing Loyalty account monthly. Then just redeem your points for rewards at www.lansingloyalty.com.