



LANSGING BUILDING PRODUCTS MEMO FROM HUNTER

PRESIDENT



Summer is here and we know how busy it can be. We anticipate that remodeling and new construction will heat up like the weather. I hope that your Summer will be successful in all facets of your life. As you know Shop Talk provides you insight into some of our products and how they can benefit your business. Our branches are stocked with inventory ready to help you have a successful Summer. Thank you for partnering with Lansing Building Products.

Hunter



Lansing Building Products offers the most comprehensive gutter program in the industry.

Gutter Machines • Gutter Guard Systems • Gutter Coil • Accessories



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



Parksite/DuPont Assist in a Large Project With Lansing

Parksite



Recently, Parksite was able to collaborate with Lansing Building Products in Greensboro, N.C. to assist in securing a DuPont window Flashing opportunity. This was a multi-family project that was spec'd DuPont window flashing. Chris Little, Lansing Greensboro branch manager, contacted Parksite's Ronnie Simpson to assist along with the Tyvek specialist, with a jobsite training for the installers and project manager to ensure proper DuPont flashing installation. Chris and Ronnie have known each other for over 10 years. Chris has contacted Ronnie over the years whenever possible to help with projects involving siding, windows & door applications.

This particular project involved both DuPont flashing products of 6" Flexwrap and 4" Flashing tape. Chris shared details that a competitor was providing framing and homewrap and gave Ronnie the project manager's contact information. Ronnie found out that it was going Barricade housewrap. Ronnie got in touch with the estimator and decision maker at Williams General Contractors that same day. After meeting with them at their office and reviewing the DuPont Full System labor and material warranty, the G.C. was unable to change the specifications since it was included in the framing package that the competitor was offering.

The window flashing install went well, and the builder was very happy with our collaborative effort and involvement to see it through.

A special thank you to Chris Little for requesting that Ronnie share his expertise regarding proper window flashing with DuPont products. All of us at Parksite appreciate the opportunity to provide technical support that our Tyvek specialist teams provide along with product training for the complete DuPont Weatherization system.

Got a Panel & Channel Project? Fry Reglet Has You Covered...

FRY REGLET
ARCHITECTURAL METALS



Fry Reglet's extensive line of Aluminum Fiber Cement Panel Trim continues to lead the Fiber Cement Panel and Channel business in quality, installation, and durability. Designed in collaboration with an industry leading fiber cement panel manufacturer, Fry Reglet now offers more than 40 profiles in finishes ranging from clear anodized, primed, or powder coat painted. Our Trims provide a smooth, seamless, installation friendly system where

vertical and horizontal trims align perfectly allowing for panels to be installed according to manufacturer's prescribed fastener schedule without causing breakage or bowing.

With over a million feet of inventory on both coasts, in-house powder coating and literally, the best customer service and deliverables in the industry, we can supply your project on time and at a competitive price.

The Value of Lansing Windows and Doors Keeps Growing!



Lansing Windows provide homeowners the things that matter most – performance, style and value – and recent updates make Lansing Window and Door solutions even more attractive.

- Black exterior paint is now available. This has been an instant hit with the market as the black window trend continues. As an option on Lansing Series 40 and 90 replacement windows, most new construction series and our sliding patio doors, homeowners love the stylish look that black exteriors provide.
- In addition to adding black as an optional color, we've also reduced your cost of our entire line of exterior paint colors. As painted windows continue to gain popularity and market share, the Lansing window team has looked for efficiencies and opportunities to make the option more affordable to more builders, remodelers and homeowners. We are pleased to be able to offer exterior paint at this new, reduced price.

- The Lansing Series 40 family of windows is now available with an InsulKor™ Multi-Cavity Foam Filled Frame. This is an option many homeowners have requested that will help boost the window's thermal performance.

- For the Lansing Series 90 windows, the Triple Pane, R-5 compliant glass package provides industry-leading thermal resistance, noise reduction and protection from the sun. These are valuable features for many folks in the replacement window market. To help remodelers offer this to more homeowners, the option price for Triple Pane packages was drastically reduced in March. This is a value-add feature that can help grow your business and increase homeowner satisfaction.



Take advantage of these updates to the Lansing Window line-up and don't forget the Lansing Loyalty program – earn points to redeem for free prizes just by ordering eligible products. Learn more at LansingLoyalty.com.

Lansing Customer Feedback Shapes New “Celect Made Simple” Line Enhancements



A recent survey conducted among Lansing customers that have used Celect over the past year or so resulted in some product line improvements recently launched. Although the line has been well-accepted and continues to grow, one of the areas of focus was the trim accessories and making that aspect of the job simpler and less complex.

Family of One-Piece Trims Designs

As a result, a new trim design innovation, modifies the window trim, gable trim and brick mould into one piece, making for a quicker, easier installation. This part of the installation should be most familiar or normal to siding installers, with the look and install really no different than the typical trim installation. So, now just starter strip, corner trim and window and door surrounds are all that's needed to trim an entire home. It's estimated the material cost savings for an average home could be reduced by 20%. As a result, lower labor costs should be realized as well.

New Celect Corner Kits

Starting mid-June, new Celect Corner Kits will be available in two lengths, 10' and 20', which also include the necessary furring strips for installation. So no need to order extra furring strips when using the combinations of any of the above products.



Celect Shake

An additional cost-effective installation improvement involves the Celect Shake product. Now butt joints can be installed tight to IX trimboard material, meaning no need to change to a pocket system, which makes Celect a perfect complement to any trim. Other advantages to the shake installation are the easy-to-handle, 4'-long single course panels which can be installed 1/2" from the roofline. The shorter lengths allow for a tight fit to areas like corners, windows and doors.

As with all Celect siding and trim profiles, everything comes in the Kynar® Aquatec coating in 15 fade-resistant colors.

Celect® Cellular Composite siding remains one of the most exciting and innovative products to hit the new construction and remodeling marketplace in years. Its upscale look with true low maintenance make it an easy choice for homeowners demanding unmatched curb appeal without the headaches of annual upkeep to maintain it. Contact a Lansing representative for more information.



New SolarDefense Stands Up Best to the Sun, Heat

*The only siding with bold colors backed by Ply Gem's No Fade, No Distortion Promise**

Today's homeowners want low-maintenance siding in rich, dark colors. Unfortunately, darker colors can be more susceptible to the challenges of sun fading and distortion. With Ply Gem's new SolarDefense Technology™, builders and remodelers can give homeowners an array of dark colors in the best, most resilient vinyl siding on the market.

"SolarDefense is a choice you can be proud to stand behind. It's perfect for the customer who wants low maintenance, a strong warranty, and beautiful, dark siding that stands up to the sun and heat," said Dan Parks, senior product manager of vinyl building products at Ply Gem.

Years of Research

Several years in the making, the next generation of vinyl siding combines breakthrough color science with advanced heat-dispersing technology. A special Ply Gem taskforce worked with research labs, universities and material specialists, as well as the manufacturer's own technical experts to innovate a new type of vinyl siding that blends PVC with numerous advanced polymers.

"Three years ago, we made a promise with SolarDefense. Since then, we've continued to innovate, to step up with an even better material makeup with this next-generation siding technology," said Parks. "A lot of people told us it couldn't be done. We had to go in and discover how to do it on our own. We had to innovate the materials and the testing."

SolarDefense Technology employs a new, breakthrough color formula, advanced light reflecting properties, and an even stronger, heat-resistant base layer. Instead of absorbing the sun's heat, the newest, darkest colors are engineered to resist fading and heat distortion. A tough UV-stable polymer stands up to damaging rays. New cooling compounds scatter more light to reflect more heat away from the siding, and keep panels cooler even on the hottest days.

"Our mission was clear — to better protect against fading and distortion. With a lot of research and a lot of hard work, we achieved it," said Parks. "We are planning to build on what we learned and introduce new, very specific, very targeted products in the future. Stay tuned."

Special Offers For Installers

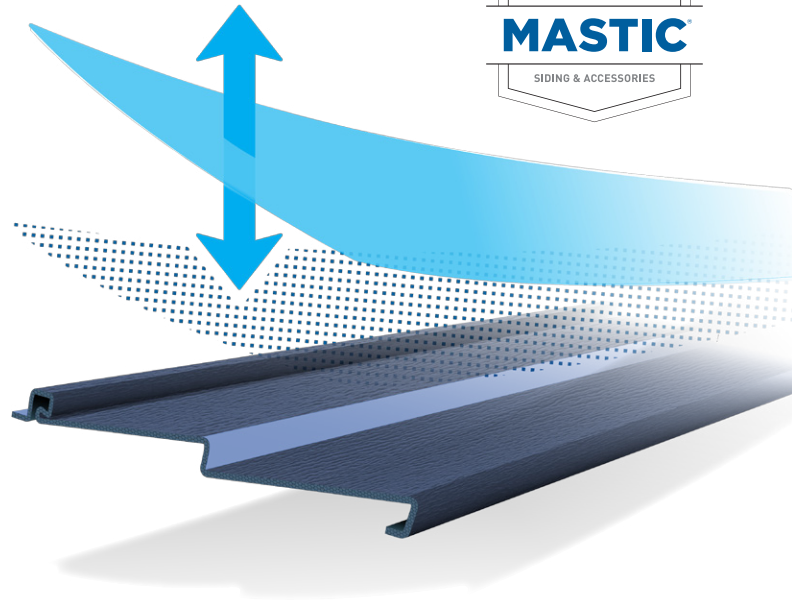
SolarDefense Technology is available exclusively through Ply Gem. It comes with Ply Gem's only No Fade, No Distortion Promise*, the only one of its kind in the industry.

Just in time for summer renovations, professional installers can take advantage special offers from Ply Gem as well as download a special SolarDefense digital marketing kit. For more information about SolarDefense, contact your Lansing representative.

**Warranted against (i) fade in excess of a Delta E of 1 Hunter unit and (ii) heat distortion from normal climate conditions or normal reflective light sources. See product warranty for details and terms and conditions.*



SolarDefense
REFLECTIVE TECHNOLOGY™



"This time, we made the colors darker and richer, bending slightly towards gray, which is very trendy right now."

— Dan Parks, Ply Gem senior product manager of vinyl building products

