

LANSGING BUILDING PRODUCTS SHOP TALK



WWW.LANSINGBP.COM

FALL 2018

LANSGING BUILDING PRODUCTS MEMO FROM HUNTER PRESIDENT



Summer is gone and Fall is here! This is prime season for the construction industry especially remodelers. In this edition of Shop Talk you will find products you can use to help homeowners as they prepare their homes for winter weather. Our focus is on being your number one supplier and partnering with you to grow your business. All of us at Lansing Building Products pledge to work hard and earn your trust each day. We understand that your success builds our success. Contact your local sales rep or branch today to see how we can be of service to you.

Hunter



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.



FALL IS HERE ARE YOU OFFERING GUTTER PROTECTION?



LANSGING CARRIES A VARIETY OF
GUTTER GUARD SYSTEMS TO FIT YOUR NEEDS.



BULLDOG
GUTTER GUARD



LEAF SENTRY
GUTTER PROTECTION SYSTEMS

Contact a Lansing representative for more information.



IN-HOME FINANCING MADE EASY

Lansing Green can help you:
INCREASE YOUR SALES • GROW YOUR BUSINESS

By offering a financing options to prospective customers, you can:

- Close more sales
- Do larger projects
- Reduce job cancellations
- Improve customer satisfaction
- Know your customer has a way to pay for the project



LANSGING
GREEN FINANCING

Contact your Lansing sales representative for more information.

Digger Specialties, Inc. Announces the Expansion of their DSI Composite and Fiberglass Column Product Line



Since 1984 Digger Specialties, Inc. (DSI) has been manufacturing quality products for the fence and building products industry. "At Digger Specialties, Inc. we are constantly improving and innovating to bring the best products to the marketplace says Lawrence Boyts, Vice President of Sales and Marketing". DSI will be expanding our Composite and Fiberglass offerings this fall. This updated DSI Columns line will include:

Painted Columns (Ready to Install)

New the industry DSI is offering their Composite and Fiberglass columns ready to install with an optional painted finish. "By offering ready to install Composite and Fiberglass columns DSI provides builders and installers the ability to install these columns in less time providing a money savings to both the builder and homeowner" noted Boyts.

Plumb Perfect™ Columns

Everything you need to put up a column comes in one box. Plumb Perfect's Column Installation System will guide you to project completion while saving you valuable time and money.

- Header Puck – locates and secures the top of the column
- Plumb bob and base target make plumbing (leveling) the column quick and easy.
- Base ring locates and secures the bottom of the column
- Snug fit capital slides into position
- Composite base is durable and withstands the punishment a base will take over time
- Delivered all in one box

Caulk-N-Walk™ Seamless Columns

Digger Specialties Inc.'s Caulk-N-Walk™ Seamless Column takes column installation to the next level with our white, paint optional column. No more parting lines to sand or fix with body putty. Our Caulk-N-Walk™ Seamless Column comes with the same installation system as Plumb Perfect. All the fasteners are concealed. Everything you need to put up a column comes in one box. The white seamless column along with our installation system will make completing your column project easy while saving the installer valuable time and money.

These three new products join our current Composite and Fiberglass offerings including our Standard, Herculite, and our patented Split Fit® Column. Traditional split columns can be difficult to reassemble on-site and require multiple leveling and alignment adjustments to get the two halves realigned. DSI cracks the code on split columns with our patented Split-Fit® Columns. Our unique cast indexing keys make aligning the column halves a simple process, saving you valuable time — virtually eliminating the frustration of split column installation.

Digger Specialties, Inc. products provide a wide range of distinct benefits to builders and homeowners alike. Engineered for lasting durability and structural integrity, our products will stand up to the harshest elements and continue to support your structure for years to come. With technical innovations our products are not only low maintenance and easy to install, but have set the standard for excellence and consumer usability in the industry. To ensure your satisfaction, we back each and every product in our collection with a "Lifetime Limited Warranty" against defects in material and workmanship. When you compare the beauty, ease of installation, and lifetime limited warranty of DSI products with other competing brands, we are certain you will find our products stand alone as the perfect choice for any project. Visit your local Lansing branch for more information.



Whether it is a single column or a group of columns your job will be accomplished more easily than ever before using DSI Composite and Fiberglass Columns.



Help Prevent Moisture Damage in Walls with Kingspan GreenGuard®

Providing a high-performance layer of moisture control is critical in new construction or renovation projects, and the specific qualities needed vary greatly with each unique application. Building wraps are an important part of most exterior installations as a second line of defense regarding moisture control behind the cladding.

There are several factors to consider when choosing building wraps such as budget, local code requirements, climate and durability. The Kingspan GreenGuard product line offers a complete approach to moisture management with its combination of building wraps, flashing and tape to help keep water out of the wall system, provide an air barrier, and allow moisture vapor to escape. These building wrap and flashing products are designed to provide total solutions that offer great performance at cost effective prices.

Control or prevention of moisture entry is a real concern for many buildings, especially those in wet climates. From an exterior standpoint, building wrap is used to help create a drainage plane that will stop moisture from collecting beneath the siding, particularly in wood-framed

houses or additions, which are more sensitive to moisture build-up. When a homeowner goes for a high-performance, warranted siding, it does not make sense to back that siding with a commodity wrap. It is not a question of if water will get behind siding, but when.

One of the roles of newer types of building wrap is to help facilitate the movement of moisture from the interior of the home to the exterior, without allowing air infiltration. This helps make the home more comfortable, healthier and less prone to moisture problems (like wood rot) over time.

Kingspan GreenGuard HPW™ Building Wrap is a non-woven building wrap with a breathable polyolefin coating that performs as both a water-resistive barrier and as an air barrier in accordance with the International Building, Residential and Energy Codes. It serves as an excellent secondary weather barrier that helps deflect water and wind-driven rain, yet it is breathable enough to allow trapped moisture vapor to escape, helping walls dry faster.

In addition, HPW serves as an air barrier which stops air leakage. Air leakage is a primary

contributor to energy loss in a building. This building wrap reduces drafts to stop air leakage and improves the building envelope, reducing heat loss during the winter and keeping the building cooler in the summer.

From woven to non-woven building wraps, wraps with drainage technologies, and a variety of flashings, Kingspan's GreenGuard line of products will help your customer protect their projects!

Visit www.kingspaninsulation.us for more information or contact a Lansing representative.

Kingspan Insulation LLC, headquartered in Atlanta, GA, is a leading manufacturer in energy efficiency and moisture management products, offering high-performance insulation, building wraps and pre-insulated HVAC ductwork.



Style, Performance, Service

Fypon is the recognized leader in polyurethane product design, innovation and moulding technology. Fypon offers a wide selection of architecturally correct and historically accurate moulding, trim, shutters and beams.

Molded from actual stone and timber to capture the texture, patterns and deep shadow lines of classic building materials, Fypon polyurethane products provide a distinctive look that complements any home's architectural details.

Manufactured by experts in polyurethane moulding technology, Fypon engineers consistent quality and long-lasting performance into each and every product. Fypon polyurethane products are low maintenance and easy to install, with no special tools or extra labor necessary. Each piece is crafted from tough, high-performance materials that are resistant to decay, insects and water damage for long-lasting beauty.

Produced from lightweight polyurethane, Fypon beams offer a realistic wood texture but won't warp, crack, rot or split like real wood. Unlike heavy timber pieces, Fypon lightweight polyurethane woodgrain beams are easy to install in vaulted ceiling areas. All beams and accessories are factory-primed and ready to stain or paint.

Fypon beams are available in four options – Rough Sawn, Hand Hewn, Mesa and Tahoe – to match a wide variety of architectural home styles. Available in a smooth or hammered texture, Beam Plates lend a rustic touch to decorative beams. With nuts and bolts molded directly into the plates, our Beam Straps add to the uniqueness and realism of our beam design.

Contact your Lansing representative for more information.



FYPON®



Introducing Scenix™ Porch Windows from Larson



For more than 60 years, Larson Manufacturing has focused on making homes better. Their products make homes brighter, more comfortable and functional, and add much desired curb appeal. LARSON's newest innovation, Scenix™ porch windows, continues that legacy.

Scenix porch windows allow you to bring more of your favorite outdoor qualities inside – warm sunshine, fresh air and breathtaking views. In addition, a Scenix porch offers you more usable square footage throughout the year and is truly the best room in your home to soak in the surroundings through panoramic views.



Scenix windows allow homeowners to extend the porch and patio season. The product features gliding tempered glass panels that are up to six feet in width and eight feet in height, providing clear, panoramic views of the local

scenery. When homeowners slide away the glass, they have access to retractable screens, which not only let in fresh air but also keep insects out.



Contractors and homebuilders are also excited about Scenix. As homeowners and builders acknowledge a gap in the market for better porch enclosure options, the newly launched Scenix product is gaining popularity in new construction, home additions and screen replacement projects.

"Scenix is exactly what many of my customers have been looking for," commented Shawn Knapp of Shawn's Custom Homes. "Many homeowners have invested in property with a beautiful view, yet they don't have a good way to really enjoy the outdoors from the comfort of their home. Scenix offers an impressive view and the built-in screen makes it super easy to adjust airflow based on the weather."

According to the American Housing Survey, homeowners are investing heavily in their porches, decks and patios. Consumers are spending on average \$2,500-plus to gain more outdoor living space.

Available in a black, white, sandstone or brown finish and a wide range of sizes, customers can easily personalize their Scenix porch by selecting standard or custom window sizes and a matching LARSON storm door.

Homeowners across the country are raving about their new Scenix porches. Layne Johnson said, "We are enjoying our Scenix porch so much! It's my favorite room in the house!" Mary Beth also commented, "What a transformation! Scenix has completely opened up our view. It's an easy way to let in the fresh air, and now we can spend more time relaxing on the porch."

Go to www.larsondoors.com/Scenix to watch an inspirational video on how Scenix transforms porch and patio living.



Smarter, Stronger and now with a Free Carhartt® Tool Belt



Get a Free Carhartt Tool Belt with purchase of Ply Gem Leaf Relief Continuous Hanger



Our Leaf Relief® Continuous Hanging Gutter System is Now Even Easier to Install.

Benefits:

- Assembles on the ground at waist level
- Fewer installation parts to manage
- Crew members can handle longer runs of gutter
- Increases profits – more satisfied customers
- 25-Year No Clog, No Overflow Warranty

Visit your local Lansing branch or contact a Lansing representative for more information.

Here's the deal:

- Free Carhartt tool belt with purchase of Ply Gem Leaf Relief Continuous Hanger.
- Purchase one carton or equivalent pieces of 5" (48 pieces), 6" (34 pieces) or 7" (24 pieces) of Leaf Relief Continuous Hanger.
- Limit 3 per customer (3 cartons or corresponding pieces, listed above).
- Tool belt will be mailed to qualifying contractor/builder's Lansing branch based on information submitted on this form. Allow 3-4 weeks for delivery.
- Offer runs from September 4 to December 31, 2018.

Tools and accessories not included with tool belt.

Align with the manufacturer program designed to grow your business

The James Hardie Contractor Alliance™ Program gives you access to more of the resources that can add to your reputation and build your business. In the highly competitive world contractors face, it pays to partner with the industry leader. Just as R&R contractors like you help customers transform their homes, the James Hardie Contractor Alliance Program can help you add to your success. The program gives you more of everything you want – more support, more leads and more training opportunities.



Get personalized advice on product innovations, local market trends, and improving profitability.

More products to set your homes apart

As home design trends toward more details in everything from decking to decorative trim work, look to the diverse collection of James Hardie® siding and trim profiles, textures, widths and colors to beautifully capture any design. Be ready to fulfill your customers' requests with the ultimate in aesthetics and authenticity.

A deeper beauty lies in the performance these products bring to the homes you craft. Only James Hardie products are Engineered for Climate® to stand up to your local weather conditions and keep their good looks with low maintenance.

More support to collect and close leads

It can be challenging to ensure that you have a steady stream of new leads to help grow your business. James Hardie provides access to powerful lead-generation resources and customizable marketing tools to build awareness for the quality of your work.

Top tier members of the program enjoy a high-profile presence on the James Hardie website's Contractor Locator, a tool designed to match prospective customers with local contractors. Once connected with qualified leads, James Hardie helps you close those leads with personalized sales consultation and dynamic, interactive presentations designed to educate prospective clients about the product benefits and share your company's expertise to help establish immediate trust.

More installation training to build with confidence

It's hard to overstate the importance of James Hardie's unmatched on- and off-site installation training. By sharpening skills and learning best practices, your crews can work more efficiently to save your company time, money and reduce callbacks. With greater confidence in your crews' ability to finish jobs faster, comes the freedom



to reach out to more prospective customers and close more business.

Join an industry-leading, comprehensive business development and loyalty program. The James Hardie Contractor Alliance Program stands ready to provide the practical, proven solutions to the challenges you face every day. Visit our website for more information: www.hardiealliance.com/ContractorAlliance



James Hardie provides direct access to installation specialists ready to share time and cost-saving best practices.

Bring Out The Best Of A Home's Style With A Therma-Tru Door

We all know what's inside a home counts. On-trend interiors matter. But the exterior is just as important. And it starts with a new front entry door from Therma-Tru. With a wide array of door styles, Therma-Tru has something for everyone. Find the right door for your project with our Architectural Home Styles Guide. From Traditional to Modern, the guide pairs stylish Therma-Tru doors with popular home design trends giving your customers confidence that their door selection will add curb appeal while enhancing the home's overall style. The Architectural Home Styles Guide also features solutions for throughout the home, including patio, utility and house-to-garage doors.

Our Architectural Home Styles Guide will help you inspire homeowners to choose the right door for their homes. View our interactive guide at homestyles.thermatru.com.

Welcome home the beauty of glass without sacrificing privacy.

Therma-Tru offers beautiful, triple-pane privacy and textured glass to pair with our doors and sidelites. To align with personal style and privacy requirements while welcoming in natural light, our on-trend, versatile assortment provides privacy while allowing natural light to brighten the interior. Privacy and textured glass is available for Classic-Craft, Fiber-Classic, Smooth-Star, Profiles, Traditions and Pulse doors and sidelites.

Simplified beauty. Maximum views.

Create an airy, open feeling in the home with larger daylight openings. With clean lines and seamless construction, EnLiten flush-glazed designs create striking profiles that effortlessly combine indoor and outdoor living spaces, inviting in more natural light than ever. They offer up to a 16% increase in visible glass area than conventional lite frames. Built for long-term performance, these doors and sidelites feature the sleek looks homeowners want and the stylish around-the-home solutions they need. Contact your Lansing representative for more information on Therma-Tru Doors.

THERMA-TRU® DOORS

