

LANSING BUILDING PRODUCTS SHOP TALK



WWW.LANSINGBP.COM

SPRING 2019

LANSING BUILDING PRODUCTS MEMO FROM HUNTER *PRESIDENT*

It is an honor for Lansing Building Products to be named the 2019 ProSales Magazine Dealer of the Year. For the full article visit our blog at: <https://lansingbp.com/blog/dealer-of-the-year/>



LANSING
MARKETING SERVICES

Helping You Stand Out in a Digital World

Our Digital Marketing Services Include:

Website Analysis
Reports

Facebook Ads

Website Design

Website Hosting

Online Advertising

Search Engine
Optimization

Online Advertising
And 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.

Are you Maximizing Profits by Offering Gutter Protection? Lansing Building Products has you Covered for all your Gutter Protection Needs.



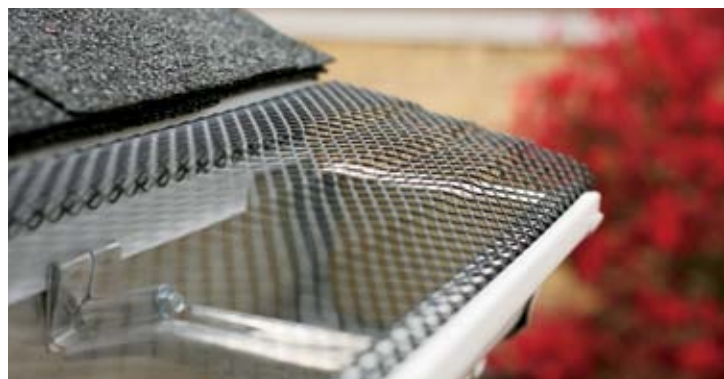
LEAF SENTRY GUTTER PROTECTION SYSTEMS

- Innovative Nose Forward Design allows water in while debris washes off
- Exclusive Flex Bend Technology allows Leaf Sentry the flexibility to match every roof pitch
- Accessories include Endcaps, I/S miters and high water flow panels
- No brackets, hangers or clips are necessary for installation
- Fits 5", 6", and 7" gutters
- Available in 16 popular colors and Copper
- Lifetime warranty (See warranty for details)
- Visit www.Leafsentry.com for more information



BULLDOG GUTTER GUARD

- Ribbed design encourages air flow to lift off debris with a gentle breeze
- Fits new and existing gutters, invisible from the ground
- Does not interfere with the roof
- Strengthens gutter system
- Prevents animals & birds from nesting in gutter
- Available in 4.5", 5", 6", and 7"
- 2 Colors Dark Bronze and White
- Industry leading 25 year no clog warranty
- Visit www.bulldoggutterguard.com for more information



K-SCREEN GUTTER GUARD

- Small Hole Gutter Screen made of high quality expanded powder coated steel
- Easy installation
- 2 under shingle, 2 snap-in
- Available in 5", 6", and 7"
- 4-foot lengths for easy handling
- Industry leading 6 year warranty
- Visit www.k-screen.us for more information



Zip On, Flip Up™

- Tough, reliable, aluminum downspout hinge.
- Ensures that the downspout extension remains firmly attached to the gutter system to protect a home's foundation
- Allows the homeowner to flip the downspout extension up while mowing or doing landscaping to avoid damage to the extension
- Fits all downspout sizes and configurations
- 2 colors, white & brown
- Visit www.ziphinge.com for more information

Buy a full box of any GPI gutter covers and get a **FREE BAG OF ZIP HINGES.**

Add the Zip Hinge to any home with downspouts. The Zip Hinge fits all sizes and configurations.



Factory Training is available with sales and installation techniques. Improve the overall customer experience and your profits with help from our factory support team. Visit with us at your next Lansing Gutter Appreciation Day or call (402) 289-2700 to schedule training. For installation tips and videos, check out the Dealer Portal at the bottom of each website. Login password for each: Leafsentry2017, Bulldog2017

Royal Building Products Introduces Chromatix Technology



Royal Building Products announces its Chromatix color technology. Not only does Royal Building Products make beautiful siding colors that please the eye, we also engineer our products to handle the energy that the eye does not see. Chromatix is the result of years of engineering and optimization and explains how we perform so well on the wall. Chromatix technology helps to preserve the siding color and protect the homeowners investment. This technology is utilized in both the Royal and Exterior Portfolio brands of vinyl siding.

Our proprietary color protection: Imagine sunblock for your siding.

Out of all the energy that comes into contact with siding, visible light makes up only about 44% of it. On one end of the spectrum, we protect our siding from the ultraviolet (UV) light, which can fade siding color pigments. We use a proprietary UV formulation to minimize fade, which allows us to warrant the product to as low as 3 Hunter units of fade.

On the other end of the spectrum is infrared energy, or heat. This can ultimately distort siding. Our pigments reflect some of that energy off the siding, reducing heat buildup to help keep our darker colors cooler. When you combine this with our advanced manufacturing system to minimize stresses, you get a product that looks great, resists fade and performs well on the wall.

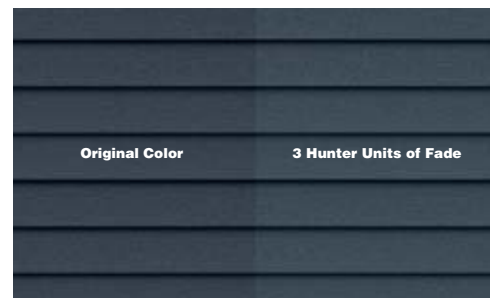
Warranted to fade less so dark colors stay true.

We understand the importance of effortlessly maintaining the look you create in a challenging outdoor environment. And we back it up with an industry-leading Double Lifetime Warranty. What you get is rich, true color that raises curb appeal.

- Featured in our richer, darker shades
- Proprietary infrared-reflecting pigments reduce heat buildup
- Warranted to fade less so dark colors stay true



chromatix™
PRESERVES YOUR COLOR.
PROTECTS YOUR INVESTMENT.

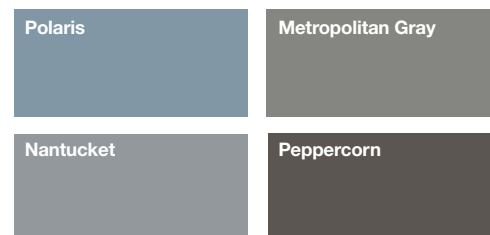


This image is a representation of approximately 3 Hunter Units of fade. Actual fade varies from house to house and is dependent on exposure to weather conditions.

New Royal vinyl siding color choices available:



New Exterior Portfolio color choices available:



Pause To Help Homeowners Make a Smart Siding Choice



This winter, Arctic air plunged a large portion of the United States and Canada into frigid temperatures, leaving homeowners with frozen pipes, uncomfortably cold nights and high heating bills. With spring's warmer temperatures, the lessons of a record-setting polar vortex may be short lived as homeowners begin thinking about ambitious renovations, siding choices and beautifully coordinated colors.

As a professional installer with years of experience and insight to share, you can help your customers focus on the functionality and practicality of their choices. As you're reviewing siding options with them, consider asking about their heating and cooling costs as well as their comfort level in winter and summer.

Keeping a home comfortable in all seasons requires reducing outside air infiltration, adding insulation as well as heating spaces evenly. Insulated siding can help on the first two fronts. Both the International Energy Conservation Code (IECC) and ENERGY STAR® have recognized insulated siding for its effective energy performance.

Consider the year-round savings of insulated siding
Ply Gem's Mastic Structure® Home Insulation System adds a layer of polystyrene foam insulation up to 1-1/4-inches thick to a home's exterior. In addition to

increasing the wall's R-value, it helps minimize air leakage and reduces the impact of thermal bridging between wall studs. What's more, the additional layer makes homes quieter by reducing the transfer of outdoor noise.

Fortunately, to get all these benefits, homeowners don't have to give up style and choice. Structure's panels feature a true cedar grain that resembles real wood siding. With 15 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 the look they want.

Best of all, Structure vinyl siding doesn't require the maintenance and repair costs of wood. It never rots or needs painting. It's exceptionally dent resistant — up to 300% more impact resistance than standard vinyl. Like all Mastic siding, the Structure® Home Insulation System is covered by Ply Gem's VIP limited lifetime warranty.

In short, insulated siding is a smart choice for many reasons. With the increased energy performance and a quieter home, families are more comfortable all year long. Of course, with reduced heating and cooling costs and virtually no maintenance, insulated siding can help pay for itself.

Contact a Lansing representative for more information or visit www.plygem.com.

LANSING
BUILDING PRODUCTS

BEFORE & AFTER CONTEST



SUBMIT BEFORE & AFTER PHOTOS FOR A CHANCE TO WIN \$10,000



Lansing Building Products is sponsoring a contest to select the three best overall before/after remodeling projects using either **Lansing Windows & Doors**, **Simonton Windows & Doors**, or **Ply Gem Windows & Doors** in 2019. All entries will be reviewed and scored by a panel of judges, after which the top overall winners will receive:



1ST PLACE PRIZE
\$10,000



2ND PLACE PRIZE
\$5,000



3RD PLACE PRIZE
\$3,000



FREE SHIRT WITH INITIAL SUBMISSION
(LIMIT 2 PER CONTRACTOR. WHILE SUPPLIES LAST.)

CONTEST DETAILS

- Submissions accepted starting April 1, 2019 through September 30, 2019
- Submissions must include before/after photography
- Windows must be purchased at a Lansing Branch
- Participating Brands: Lansing, Simonton & Ply Gem Windows & Doors (West Region Only)

SEE YOUR **LANSING SALES REP**
FOR MORE INFORMATION

Visit LansingBeforeAfter.com/ContestRules for complete details.

