

# LANSING BUILDING PRODUCTS SHOP TALK



WWW.LANSINGBP.COM

SUMMER 2019

## LANSING BUILDING PRODUCTS MEMO FROM HUNTER PRESIDENT



Summer is here now after a rainy start to the year. The good news is that as the weather has improved so has business. Our warehouses are stocked and our associates are ready to assist you. Our overall goal is not just to be a supplier of products, but to partner with our customers and help their businesses succeed. I hope you take some well-deserved vacation time in the coming months. Lansing Building Products is grateful to have you as a customer and we look forward to working with you now and in the future.

*Hunter*

## FASTER, SMARTER ORDER DELIVERY & TRACKING

**Delivered**  
*excellence*

### Order Delivery Tracking with Integrated GPS

At Lansing Building Products we know your time is precious and job site management is crucial to your success. Our easy to use Delivered Excellence application provides 24/7 access to your past, current, and future deliveries. Our GPS enabled real time order tracking and delivery notifications allow you to coordinate efficiently with your sub-contractors and crew. View images of your products on site with the ability to zoom in for product verification. Receive notification and images of every delivery and job site pick up.



#### Lansing Building Products Delivered Excellence

Look for the Delivered Excellence  
app in the Google Play or Apple Store

Apple Store: Search for LansingBP  
Google Play: search for Lansing Delivered Excellence



**REAL TIME DELIVERY AND ORDER INFORMATION RESULTS IN  
BETTER AND MORE EFFECTIVELY MANAGED DAILY OPERATIONS.**



**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!

Powered by:



**PREDXION**  
MEDIA

Contact Austin Fockler with Predxion  
Media for more information.  
austin@predxion.io • 804-513-5313

# Expand your Creative Possibilities with the Aspyre Collection by James Hardie™



With distinctive design engineered to last, the Aspyre Collection by James Hardie™ features the uncompromising performance you've come to expect from James Hardie® — pairing the versatility of our unique Artisan® siding and trim with the fixed geometry of our smooth Reveal® Panels.

Warranted for use in vertical, horizontal, ceiling, and soffit applications, the 5/8-inch thickness and unique features of Artisan® siding provide a precise fit and finish with the added freedom to craft mitered corners on-site for attractive, streamlined styling. The customizable Reveal® Panel System expands modern design options with smooth, 7/16-inch thick panels, plus a wide selection of compatible trim and fastener products. Build with them individually or combine profiles to create unlimited design elevations. As

the first to recognize the need for climate-specific siding, our products are formulated to deliver unrivaled durability and help you craft more sustainable single- and multi-family homes. Only our products are Engineered for Climate® to perform beautifully, despite what nature brings. Unlike cedar and wood-based products, our unique formulations resist the effects of humidity, moisture, and damage from mold and provide superior dimensional stability to resist shrinking, swelling, and cracking. The Aspyre Collection by James Hardie™ will protect your exteriors from damage caused by years of blistering sun, ice storms, cool and wet conditions, sea air, high winds, and more. And while wood siding is susceptible to damage from pests and fire, fiber cement won't be eaten by animals or insects and is fire-resistant.

To learn more about the Aspyre Collection by James Hardie™, visit [www.aspyredesign.com](http://www.aspyredesign.com) or contact a Lansing representative.



## Enhance Your "Customer Experience" with ProVia's iPad App

ProVia's iPad App is a tool designed to enhance the customer experience remodeling pros provide to their customers when selecting exterior building products for the home. The app functions as a powerful visualization engine that can be used to configure doors and windows or select from ProVia's collection of vinyl siding and manufactured stone styles. Available as a free download in the App Store on iTunes, the ProVia App is navigated by using photos instead of selecting styles by names and descriptions of products, therefore creating a highly visual design process.

### Choose Exterior Building Products with Confidence

Because ProVia's exterior building products are customizable, many choices are available to remodelers and their customers. The ProVia App provides visual options that make these choices easier to consider and select with confidence. App functionalities include:

- Door Selector: Choose from four fiberglass and steel exterior door lines and more than 30 door styles, plus a variety of stain/paint colors, glass choices and hardware options
- Window Selector: Choose from five window lines and many styles including bay windows, architectural windows, slider windows, casement windows, and double hung windows, plus a multitude of glass options
- Vinyl Siding Colors and Options: Choose from nine different vinyl siding types and 32 siding colors
- Manufactured Stone Colors and Styles: Choose from eight different stone styles and a variety of colors
- Product Sizing and Energy Performance Data
- Videos, Photo Galleries and Brochures

### Pro Features

The ProVia App provides additional features that help pros facilitate the sales process. These include:

- Product Pricing: Pros can configure their unique sell pricing
- Product Ordering: Once connected to the Internet, pros can convert what they configure into an order on entryLINK
- Program Management: Pros can customize the app to display certain product lines

### Exceptional User Experience

Salespeople who use the ProVia App report that it greatly enhances the selling process by creating excitement and a sense of urgency for moving forward with product decisions. "Choosing exterior building products should be a highly visual experience," says Brent Mullet, ProVia's Vice President of Information Technologies. "With the ProVia App, our goal is to deliver an exceptional user experience for pros and their customers. By visualizing the finished result during the selection process, pros and their customers can choose home products with confidence."

To learn more, please visit [www.provia.com/ipad-app](http://www.provia.com/ipad-app). The App can also be downloaded from the App store - search for "ProVia".



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:



**1<sup>ST</sup> PLACE PRIZE**  
\$10,000



**2<sup>ND</sup> PLACE PRIZE**  
\$5,000



**3<sup>RD</sup> 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](http://LansingBeforeAfter.com/ContestRules) for complete details.





# Great Gutters are a Must with This Record Rain



With significant and record-breaking rainfall across the country, homeowners need a well-designed, well-functioning rain removal system to protect their home. Unlike choosing siding colors or creating beautiful flowerbeds, installing proper gutters and downspouts isn't an exciting project for most homeowners. Still, it's critically important. Poor rain removal can contribute to flooded basements and septic systems, damaged foundations and landscaping, and water leaking under shingles and into interior walls and ceilings through rotted fascia and siding — all of which are costly and time-consuming repairs.

## Engineered to Last

Ply Gem's collection of Mastic Performance Metals features high-quality aluminum sectional gutters, downspouts and elbows as well as aluminum coil for seamless gutters and downspouts to help direct rain and melting snow away from the home quickly and efficiently.

As with all Ply Gem products, homeowners enjoy beauty, quality and value. Mastic Performance Metals are made of the highest-grade aluminum and finished with a two-coat process that combines a corrosion-inhibiting primer and an ultra-tough, mar-resistant topcoat. The durable finish stands up to extreme weather and resists fading, chalking and UV damage.

Mastic Performance Metals are available in an array of designer colors that match and complement siding and accessories from Ply Gem and other manufacturers. Plus, they come with Mastic's exceptional warranty to give homeowners full peace of mind.

## Everything You Need, Easy to Install

For installers, Mastic Performance Metals not only look great and are easy to sell, they're also designed to be easy to work with and install. You can easily cut, bend, shape and form long runs on the job site without worrying about rippling, buckling or cracking. Of course, faster, easier cutting means faster, easier installation so you can move onto your next job.

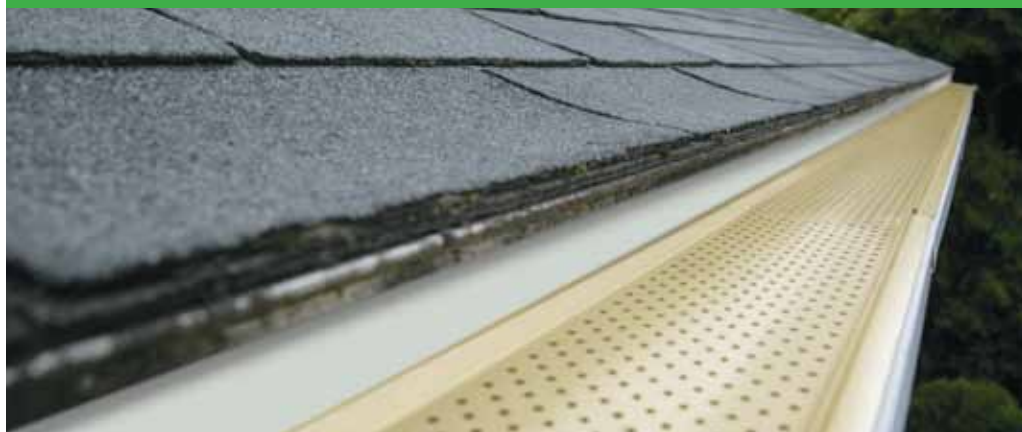
Ply Gem offers all the components and accessories you need to do the job right, including inside and outside bay miters, end caps, hanger systems, trim coil and more. Ply Gem even offers several gutter protection systems — Leaf Relief, Leaf Logic and Leaf Smart, to complete the rain removal system and keep leaves and debris out of the gutters and flowing properly.

For more information about Mastic rain removal products, visit [www.plygem.com](http://www.plygem.com) or contact a Lansing representative.



## SPRING SPECIAL FOR PROS

Until July 31, 2019, Ply Gem is bringing the power, too, by giving a free Dewalt® 20-volt Cordless Drill Kit (valued at \$149) to all first-time buyers who purchase \$1,500 or more of Mastic rain removal products. For details about the Dewalt® Spring Promotion, contact a Lansing representative or call 1-800-962-6973.





## QUAD® MAX CLEAR

### CLARITY THAT LASTS!

OSI® QUAD® MAX CLEAR will stand the test of time and remain clear even after exposure to the elements. It is formulated with long lasting UV inhibitors and dirt & dust resistant polymers that protects clarity over the long haul.

 CLEAR	 DUST & DIRT RESISTANCE
 UV RESISTANT	 50% ± JOINT MOVEMENT
 ALL MATERIALS	 PROVEN WET SURFACE APPLICATION
 NO SHRINKAGE	 STRONG ADHESION
 18-MONTH SHELF LIFE	 140°F 0°F

COME GET SOME AT  
**OSITOUGH.COM**