

LANSGING BUILDING PRODUCTS SHOP TALK



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FALL 2019

LANSGING BUILDING PRODUCTS MEMO FROM HUNTER PRESIDENT



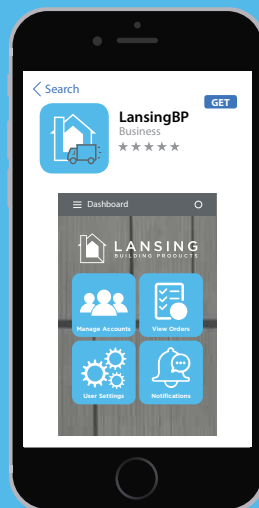
It is an exciting time of year. Mild weather, sports galore, and more importantly prime time for remodeling and new construction. With the change in temperature homeowners are thinking about getting their homes in shape for winter. Our branch associates are anxious to partner with you and make this a great selling season for you. We are committed to offering solutions to your business needs. Thank you for choosing Lansing Building Products as your supplier.

Hunter



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Steel vs. Fiberglass Doors: How to Decide

Homeowners often ask, "which entry door should I choose, steel or fiberglass"? The short answer is – it depends. It truly depends on their personal taste and preferences. Here are some key factors to consider.

FIBERGLASS ENTRY DOORS

The popularity of fiberglass entry doors continues to increase, and with good reason:

Beauty – Fiberglass doors most closely mimic the defined grain of traditional wood doors and come in Smooth or a number of Wood Grain textures like Oak, Cherry, Mahogany, Knotty Alder and Fir, as well as a variety of stain, glazed and paint colors.

Endurance – Unlike wood doors, fiberglass entry doors do not shrink, warp, split, crack or delaminate. They're ideal for harsh and humid climates. Because fiberglass doors last so long, many come with strong warranties.

Maintenance – Fiberglass entry doors offer low maintenance, resist denting and can be cleaned with mild soap and water.

Energy Efficiency – Fiberglass entry door systems are engineered to be highly energy efficient. The polyurethane core, heat-resistant window trim, Q-Lon weather stripping and ComforTech Warm Edge Glazing System in ProVia entry doors work together to keep the cold out in winter and heat out in the summer.

Security – The solid construction of fiberglass entry doors provides significant security over wood doors.

Cost – Fiberglass doors are typically less expensive than a high-end wood door (depending on the model, glass options and hardware selected), and offer longer durability and far less maintenance.

STEEL ENTRY DOORS

Steel entry doors remain popular, and are a solid choice for a variety of reasons:

Beauty – Steel entry doors are available in smooth or wood grain textures, in multiple stains and paint finishes, and come in a variety of door styles, including some with glass.

Durability – Steel doors, particularly those made of 20-gauge steel, like ProVia's Legacy Steel line, won't crack or warp and are the strongest, most durable doors available on the market.

Maintenance – Steel doors will offer low maintenance depending on the galvanization (rust prevention) and thickness of the steel. ProVia's Legacy Steel doors come with a Lifetime Limited Warranty and a 7 year paint and stain warranty.

Energy Efficiency – Steel entry doors offer significantly more energy efficiency than wood doors.

Security – Steel entry doors offer the best solution for owners concerned with building or home security.

Cost – Steel entry doors are very affordable compared to wood doors and offer significant long-term value.

The technology for both fiberglass and steel doors has come a long way, and typically either choice will deliver much better long-term performance than a traditional wood door. Plus, they're much easier to maintain. Contact your Lansing representative for your local ProVia door selection.



ProVia Signet fiberglass door in Knotty Alder, with Ginger stain.



ProVia Legacy Steel door in Black, with Snowmist sidelites.

FALL IS HERE
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GUTTER SYSTEMS

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GUTTER GUARD SYSTEMS TO FIT YOUR NEEDS.**



BULLDOG
GUTTER GUARD



LEAF SENTRY
GUTTER PROTECTION SYSTEMS

Contact a Lansing representative for more information.



Therma-Tru Doors Shares Expert Guidance & On-Trend Looks



Your customers look to you as the professional – the expert in your trade. They expect you to have the products they want and the knowledge and training to install them properly. With this in mind, Therma-Tru – the entry door brand building professionals choose most* – has made efforts to set your team up for success.

Certified Door System Installer Training

Knowing that proper installation is critical to a door's performance, Therma-Tru teamed up with OSI® – the expert in construction sealants – to deliver best-in-class training. Professionals from both brands come together to provide expert guidance so your installation teams can deliver professional results.



The Therma-Tru® Certified Door System Installer Training Program includes a series of step-by-step

videos with expert guidance. Professionals from Therma-Tru and OSI demonstrate how to remove an existing door and prepare the opening, and how to install a new door and seal the opening. In addition, they demonstrate how to adjust the new door system for smooth operation and review the finishing touches needed to complete the installation. Also included in the training program are job aids and supplemental video content for quick on-site reference.

By following the proper techniques, your team can successfully install and seal a Therma-Tru door system that helps provide weather resistance, energy efficiency and smooth operation for years to come, helping to reduce callbacks while increasing customer satisfaction.

Upon completion, installers receive a certificate and card verifying they've completed the comprehensive training program and have achieved Certified Door System Installer status. In addition, Therma-Tru dealers with installers that have completed training can request that a Certified Installer seal be added to their information listed on Therma-Tru's Where to Buy page. By adding this seal to their company listing, prospective customers can easily see their installers are fully certified.

Best of all, the Therma-Tru Certified Door System Installer Training Program is free and

can be completed online at your convenience. The program offers installers expert guidance, helping them build their knowledge of the entry door install process so they can deliver professional results. Learn more about the program at www.thermatru.com/installer.

On-Trend Products

Today's design-savvy homeowners are focused on inspired style and creativity, as well as curation and personalization – and Therma-Tru has taken note. Therma-Tru has carefully studied the trends in architecture and home design, refining its product portfolio in order to meet customer needs. In turn, this sets dealers up for success with a variety of products to create the stylish entryways that today's homeowners want. View the trends and new products from Therma-Tru at: www.thermatru.com/newproducts.

From comprehensive installation training to providing a wide assortment of stylish looks that align with the latest home design trends – knowledge is key when serving your customers. That's why Therma-Tru is dedicated to educating and preparing its dealers, setting them up for success to meet the needs to today's homeowners. To learn more, visit www.thermatru.com or contact your local Lansing branch.

*Brand Use Studies, 2019 Builder and 2019 Remodeling magazines.

New Cedar Renditions by Royal

Royal Building Products has launched an exciting addition to our portfolio for 2019. Cedar Renditions delivers the look of wood without the maintenance! It is a modern, aluminum, 6" flat-face profile in 5 distinct woodgrain colors. This high-performance veneer enables architects and designers a high level of creativity and flexibility in their design whether it is residential, multi-residential or light commercial.

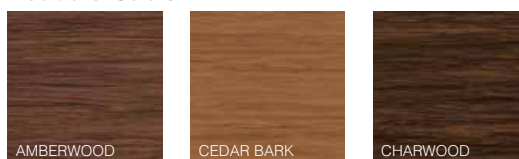
The 6" flat face panel is used as a complementary accent that harmonizes with different materials like vinyl, cellular siding, stones and bricks. Royal offers a vast array of accessories and trim coil to allow for simple and complete installation package. Our trim coil perfectly matches the various woodgrain choices.

Cedar Renditions offers a plethora of features and benefits:

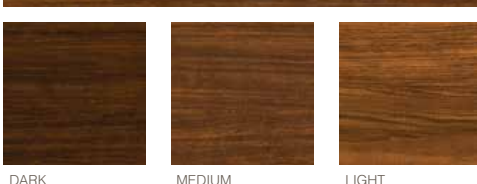
- Look of wood without the maintenance
- A modern profile with tight groove
- Horizontal overlap to achieve a coverage greater than 12ft
- Trim coil and accessories with matching woodgrain pattern
- PVDF coating for outstanding fade performance
- Great for coastal areas (no rust)
- Lightweight and easy to install
- Extremely low maintenance
- Horizontal or vertical installation
- 100% Recyclable
- 25 year prorated warranty



Traditional Colors



Premium color



Premium color



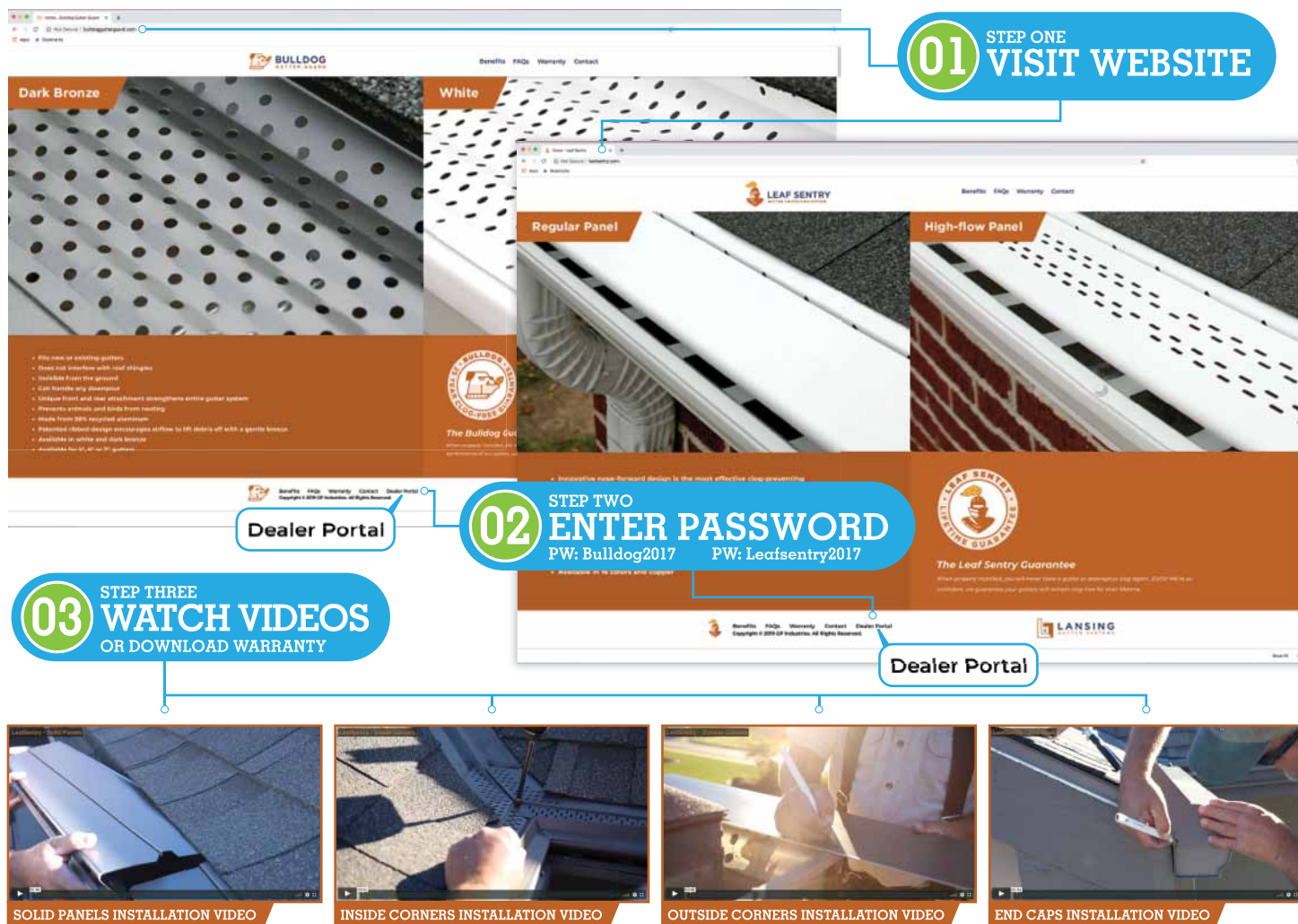
Their new 6" Design Series profile features a unique random woodgrain appearance in three traditional colors and two new premium multi-toned colors: Timberline and Riverwood. Each premium color has three distinct tonalities - dark, medium, light - to achieve a natural woodgrain look. Contact your Lansing representative for more information.

CHECK OUT OUR

VIDEOS AND PRINTABLE WARRANTIES ON OUR DEALER PORTAL!!

Have you explored all of the resources available for Lansing's private label gutter protection systems? If not, you should.

With professionally filmed videos for each element of the gutter protection installation, your installers will be able to expertly install our systems with support available on their phones!



04

STEP FOUR
WARRANTY

DOWNLOAD, FILL OUT & SUBMIT



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