

LANSGING BUILDING PRODUCTS SHOP TALK



WWW.LANSINGBP.COM

SPRING 2020

LANSGING BUILDING PRODUCTS MEMO FROM HUNTER PRESIDENT



It is with great pride and excitement that I share with you that Lansing Building Products recently signed an agreement to acquire the distribution business of Harvey Building Products, based in Waltham, Massachusetts. Together, our combined 125 years of experience will enable us to set an even higher bar of what it means to be the best-in-class industry leader for our associates and customers.

Shared History. Shared values.

Lansing Building Products was founded by my grandfather, Ted Lansing, in 1955 as a distributor of exterior building products in our hometown of Richmond, Virginia.

Currently we are in our third generation of leadership. Much of our success over the last 65 years is due to the amazing Lansing associates who truly honor our mission of Respect, Service and Excellence in everything we do.

In 1961, the Bigony and Morrison families founded Harvey Building Products in Waltham. Today, Harvey is one of the nation's largest and most respected distributors and manufacturers of exterior building products and has a commanding presence in the northeastern United States. My grandfather and my father, Chris Lansing, maintained a mutual admiration and friendship with Harvey's founders. If my grandfather were alive today, I know he would say Lansing and Harvey are an unparalleled team to lead the industry.

As a combined business, Lansing Building Products will operate 113 branches in 35 states. Combined total sales in 2019 were approximately \$1.1 billion. While this acquisition is specific to Harvey's distribution business, our customers will continue to have full access to the complete line of Harvey-manufactured and branded windows and doors.

While the current circumstances in our country and in the world today were not anticipated when we began our effort many months ago – and while none of us can be certain today of the full impact of the dramatic changes we are seeing – we are grateful to be moving forward together and not separate. Our opportunity now is to support one another and develop a greater strength as a combined team.

I look forward to welcoming Harvey associates and customers into the Lansing family. These are exciting times to be at Lansing. Lansing will continue to exist to make a positive impact in people's lives. I hope you're ready to join me in taking our business – and how we demonstrate Respect, Service, and Excellence in everything we do – to the next level.

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 and to saving you time and money.

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



Show Your Customers a Smarter, Stronger Gutter Hanging System



Over the years, the building industry has tried to solve the issue of hanging gutters. The solutions haven't been good ones. It started with spikes and ferrules, which can work loose and be bent by a fallen tree limb or heavy snow. Today's typical choice, hidden hangers create weak spots and gaps and leave flimsy gutters prone to warping and denting. Worst yet, the warping can lead to water infiltration and damage the roof, fascia and foundation.

There's a real solution that works, and now it's even better — Ply Gem Mastic Leaf Relief Continuous Hanging System with Access Panel. Ply Gem's best next-generation hanger is the strongest on the market and the smartest choice for homeowners. Unlike other hangers, it also keeps leaves and debris out of gutters, reducing maintenance and water damage.

A Stronger Solution

The Ply Gem Mastic Leaf Relief Continuous Hanging System reinforces the gutter front to back, end to end. This unique hanging

system helps combat common gutter failures and provides exceptional strength, stability and durability. No other option supports and strengthens gutters the entire length.

New Easy Access Panel

We've added a new Access Panel so homeowners can keep a close eye on their gutters. To inspect a gutter or flush a downspout, simply remove two screws and slide the panel back. There's no cutting necessary.

Help Homeowners See the Difference

Within just a few minutes, you can help homeowners see and understand the difference as well as the long-term value of choosing the Continuous Hanging System. Here are a few tips to help illustrate the features and benefits.

- Has the homeowner ever dented their gutters using a ladder against them? Explain that this system reinforces and strengthens the gutter front to back and end to end, reducing the chance of damage.
- Show the homeowner the gutter sample. See how easy it is to bend and compress? Insert the Continuous Hanger into the sample. See how much stronger and more durable it is now?
- Use the brochure to highlight the patented design, features and benefits, including the new Access Panel. Explain how the Continuous Hanging System will help combat the issues they are experiencing now or may have experienced in the past. Be sure to leave the brochure behind for the homeowner to read later.

- For homeowners interested in the installation process, show them the YouTube video demo or encourage them to watch it after you leave.






When it comes to strength and durability, no other gutter hanging system works as well or offers as many features and benefits as the Ply Gem Mastic Leaf Relief Continuous Hanging System with Access Panel. Contact your Lansing representative for more information.

Marketing Checklist

- ✓ Ask your Lansing representative for plenty of brochures and door hangers. Take these with you to every sales call to give to the homeowner.
- ✓ Ask your representative for an in-home gutter sample.
- ✓ Canvas the neighborhood with door hangers to create more opportunities. Neighbors can be powerful influencers.
- ✓ Ask your representative to attend a Ply Gem Mastic training session so you can become Certified Leaf Relief Contractors. Ply Gem will add their name and contact information to its "Find A Contractor" listing to receive leads.
- ✓ Ask your representative to help train your crew. Distributors want to help you make more money and keep your customers happy. If you need installation help, they can advise you directly or coordinate training with Ply Gem.

We Offer the Digital Marketing Tools to Help You Succeed

WE CAN ASSIST WITH

-  Custom Websites
-  Search Engine Optimization (SEO)
-  Retargeting Banners and Geofencing
-  Paid Search
-  Social Media/Email Newsletters

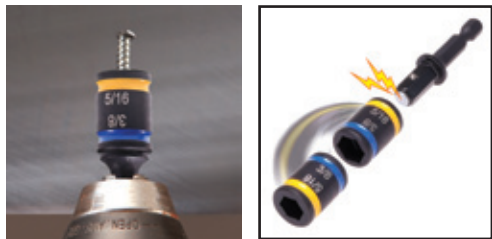


MARKET HARDWARE
SMARTER WEB MARKETING

Contact Doug at
Market Hardware to learn more!
doug@markethardware.com
(301) 263-7022

Fill out the Contact/Report form at **lbp.markethardware.com**
to get a **free snapshot** of your company's digital file.

New Malco C-RHEX® Cleanable, Reversible Magnetic Hex Driver Size



Since 1950, Malco has taken pride in developing specialized tools that enhance user productivity and make challenging sheet metal jobs safer and easier to complete than ever before. We honor our founder's legacy of lasting quality and continuous innovation by gaining end-user insights on existing job site challenges or the need for a new tool application altogether.



By pushing the boundaries of product evolution, we reinvented the way that trade pros use a common hex driver. In 2017, Malco released an exclusive, dual-sided 1/4 in. and 5/16 in.

C-RHEX® Cleanable, Reversible Magnetic Hex Driver that rapidly became a best-selling tool. First introduced with a 2 in. length, this innovative tool allowed users to quickly address problems while working in the field, such as eliminating troublesome buildup of sheet metal shavings and streamlining the change between hex sizes. To further meet our customer's needs, Malco introduced three additional lengths (2-5/8 in., 4 in., and 6 in.) to easily reach hard-to-access points.

Introducing 5/16 in. and 3/8 in. C-RHEX Cleanable, Reversible Magnetic Hex Driver

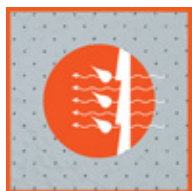
Due to high demand, we've expanded our popular C-RHEX line once again. Trade pros will gain ultimate flexibility on the job with new 5/16 in. and 3/8 in. C-RHEX Cleanable, Reversible Magnetic Hex Drivers in four different lengths (2 in., 2-5/8 in., 4 in., and 6 in.). It's the perfect companion for any trade pro to get the job done right.

You asked. We listened. Malco is thrilled to present this new size of C-RHEX Cleanable, Reversible Magnetic Hex Drivers. We're proud to be the nation's leading manufacturer of "tools of the trade" for professionals and pledge to keep evolving as we enter into this decade.



MOLD LOVES MOISTURE. Learn How To Help Improve Breathability Of Exterior Walls

In recent years, moisture management has become a very hot topic among the building science community. Moisture trapped in a home's walls can generate mold and mildew, leading to problems such as compromised structural integrity or medical conditions for the inhabitants. Moisture can build up inside a home if it does not have a way out.



Surprising to many people, the average family of four generates 4-6 gallons of water vapor daily through cooking, bathing, perspiration and even breathing. This effect can be compounded when remodelers and builders add insulation for a tighter building envelope.

While this added insulation can reduce energy loss, lower utility bills and improve comfort, a tighter home can also create potential moisture problems if that moisture can't escape through walls that can "breathe".

This function of breathability is measured as permeance or "perm" rating. The higher the perm rating of an insulation product, the better it is at

allowing water vapor generated inside a home to escape. Let's take a look at some options you can offer to help with better wall performance.

Standard Expanded Polystyrene (EPS) foam insulation boards with film facers can provide desired R-value performance, added rigidity and keep outside moisture from penetrating. But these standard-grade products also come with a low perm rating of <1.0, resulting in very low breathability.

Extruded Polystyrene (XPS) foam insulation may deliver the needed R-value, but with a perm rating around 1.0, also provides very low breathability.

But here's the good news: Recent advancements in technology have resulted in new foam sheathing products that give contractors and consumers the best of both worlds. Innovative, new film-facer manufacturing processes can now deliver products with high R-value performance, rigid durability, moisture barrier performance and provide up to 5X MORE breathability.

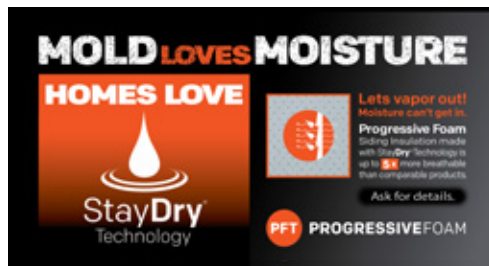
A proprietary manufacturing process, StayDry Technology from Progressive Foam allows ProBoard Premium to deliver a perm rating

PFT PROGRESSIVE FOAM

of up to 4.7....meaning it is up to 5X MORE BREATHABLE than comparable products. And this level of performance is achieved without sacrificing the other great benefits of a film-faced foam insulation board.

ProBoard is also constructed with GPS (Graphite Polystyrene), a specialty graphite-infused material called Neopor® from BASF. The result is up to 20% HIGHER R-VALUE performance as compared to other standard-grade products.

For contractors, ProBoard Premium with StayDry Technology is a great way they can differentiate their business from competitors. It can be part of any "Good-Better-Best" selling system to offer homeowners the best solution that fits their needs.



Tyvek®: A Weatherization System Designed for Better Performance

All four barrier properties—durability, air resistance, water resistance and vapor permeability—are critical for managing air and moisture movement through a building envelope and for ensuring material performance in an application. However, competing demands make it difficult for most materials to achieve this balance.

Most products rate high in only one or two properties. For example, an increase in vapor permeability is achieved at the expense of performance in water resistance and/or air infiltration resistance. Conversely, an increase in air and/or water resistance is achieved at the expense of performance in vapor permeability. Only Tyvek® Building Envelope System products deliver the best balance of properties to help create sustainable homes and buildings that cost less to operate, are easier to maintain and provide better comfort, year-round.

And only Tyvek® products offer the support of a Specialist Network, a team of more than 165 field representatives dedicated to supporting you throughout the construction process to help ensure the proper installation of DuPont™ Tyvek® Building Envelope products.

WEATHER-RESISTIVE BARRIERS

HomeWrap® - Unique material science helps keep air and water out while letting water vapor escape

CommercialWrap® - Advanced performance weather barrier with added strength and durability for commercial construction

CommercialWrap® D - Provides superior water drainage under a variety of facades with a high tear, wind load, and UV resistance

StuccoWrap® - Installed as a drainage plane behind stucco facades and EIFS systems in traditional and synthetic stucco systems in both commercial and residential construction

DrainWrap™ - Channels bulk water away from wall systems and drain safely to the outside behind

Drainvent™ Rainscreen - Three-dimensional, honeycomb-textured drainage mat provides advanced protection against moisture damage in exterior wall systems

FLASHING

FlexWrap™ - Extendable self-adhered flashing material that can be applied over a wide range of building substrates including sills, arch-top windows, and penetrations

FlexWrap™ EZ - Ideal for flashing around the many smaller electrical, HVAC, and plumbing penetrations

StraightFlash™ - Bridges the gap between the rough opening and building envelope to protect against water intrusion around heads and jambs of rectangular doors, windows and other gaps

StraightFlash™ VF - For non-flanged and brickmold windows and doors in brick facades

Flashing Tape - Creates a durable seal against water intrusion around heads and jambs of rectangular windows and doors and helps control air leakage

ACCESSORIES

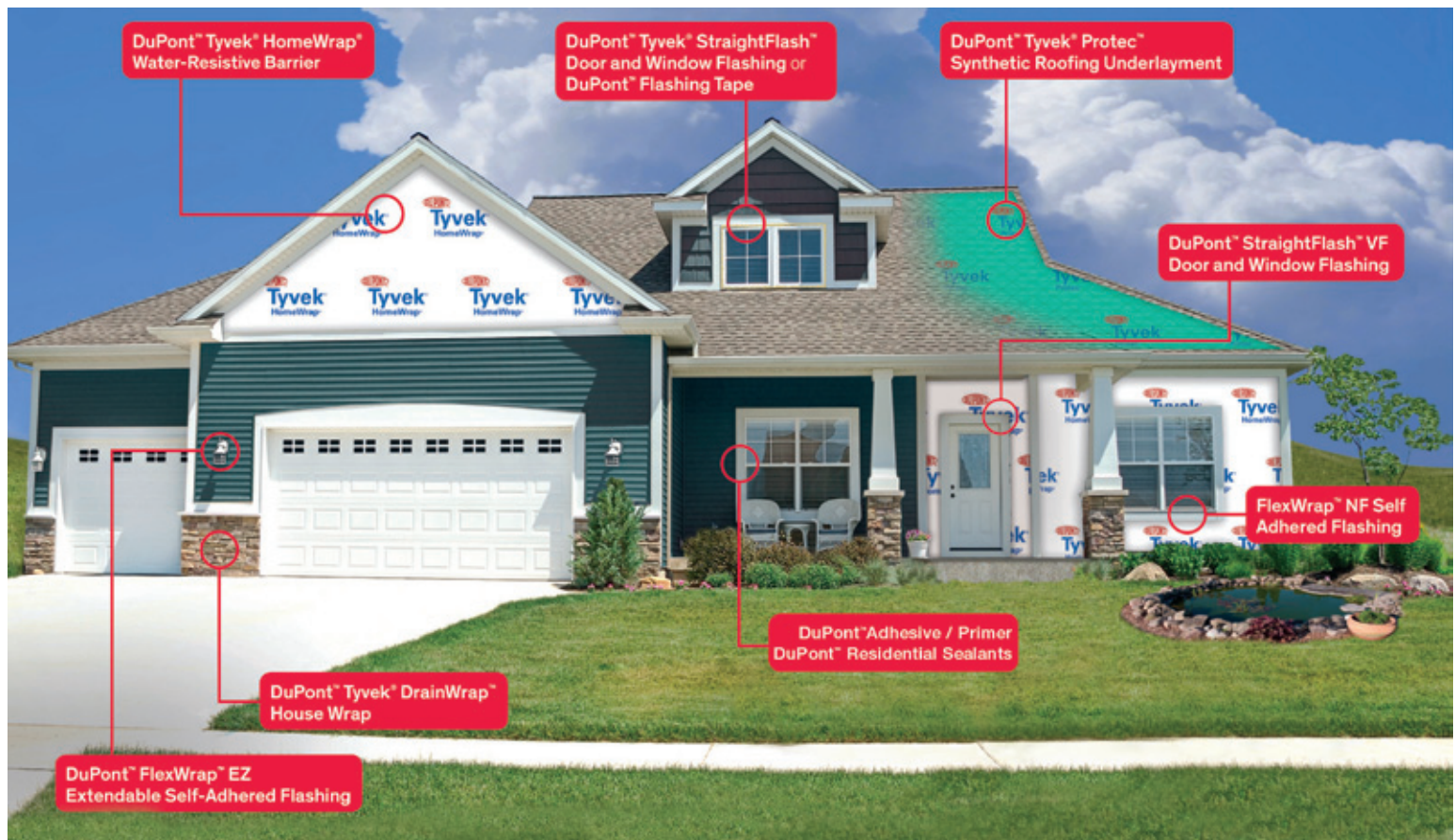
Tyvek® Tape - Engineered for use with Tyvek® products to create a continuous barrier

Sealant - Protects against air and water infiltration at critical interface areas

Wrap Caps - Recommended fastening method designed when securing Tyvek® Systems



DuPont™ Tyvek® HomeWrap® is the original house wrap, incorporating unique material science that helps keep air and water out, while letting water vapor escape. As a result, it can contribute to improved building durability by helping to protect homes against damaging wind and rain that can penetrate the exterior cladding.



The Strength and Quality of Simonton Products in 2020.

The Simonton brand has long been celebrated and awarded for delivering the best in quality, expert service and support. And now, Builder Magazine has provided the results of their 2020 Builder Brand Usage Survey. It comes as no surprise that Simonton Windows and Doors was voted **#1 in Highest Overall Quality in Vinyl Windows Category!**

Simonton Windows and Doors is proud to provide superior service, industry-leading delivery times, training, results-driven marketing, and, of course, award-winning quality products. Homeowners and builders alike continue to trust and request the wide range of products we offer.



LANSING
WINDOWS & DOORS

by Atrium Windows and Doors



Rated

#1

Highest Overall Quality in the Vinyl Windows Category

2020

BUILDER Magazine Builder Brand Usage Survey

Lansing Windows Offers the Innovative FLEXSCREEN® Option



FLEXSCREEN.

Simple Design.

Damage Resistant.

Beautifully Invisible.

Frame is made with a powder coated steel to resist breaking, denting or scratching.



Easy to remove, easier to install.

FLEXSCREEN® is now an available feature on our replacement double hung and slider vinyl window products. These flexible screens quickly spring into the opening, making them easy to install and easy to remove. The low profile design disappears into the window frame, beautifying the view to the outside. This provides a greater viewing area than bulky screen frames found in traditional window screens. Made with dent and scratch resistant powder coated steel, the frame is protected from extreme outdoor elements, and will not dent or break.

FlexScreen, with its limited lifetime warranty and amazingly ease of use, are just a couple of reasons to choose the quality Lansing Windows and Door brand.

Convenient Business Enhancement Webinar Workshops Are Available

Due to the Coronavirus pandemic across the country and the need for social distancing, we are taking a new approach to offering you the best support possible. We want to make sure we are using our time wisely to refocus on training for the different marketing tools, programs, and resources Atrium and Simonton

have to offer to help our customers grow sales. Join us for weekly educational webinars to enhance your in-home selling experience. We guarantee you'll learn something useful every time. Watch for email communications from your Lansing sales reps with our upcoming webinar schedule and information.



BUSINESS ENHANCEMENT WEBINAR SERIES



Your All-In-One Virtual Sales Platform



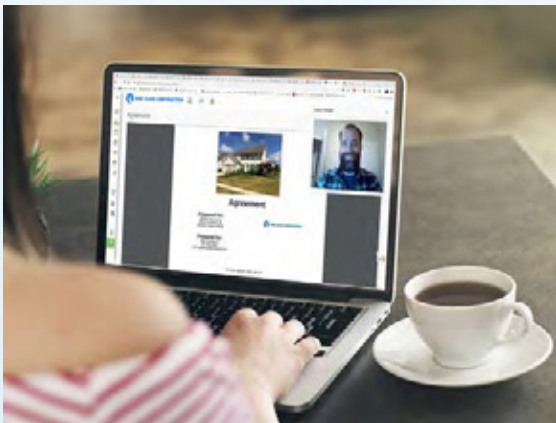
ONE CLICK CONTRACTOR

One Click Contractor is the only platform you need to run your entire sales process remotely from the comfort of your home office. Transform your business to meet the needs of the new normal way of selling home improvement jobs by using technology to measure, estimate, sell and get paid — all done virtually.

Don't Waste Valuable Time Cobbling Together Your Virtual Sales Platform When You Can Have the All-In-One Solution

Lansing's partner, One Click Contractor's All-In-One Virtual Sales Platform, enables home improvement contractors to quickly go from capturing a lead to getting paid, all in the same system.

Learn how One Click Contractor has created the complete end-to-end virtual sales solution for home improvement contractors and say farewell to point solutions forever.



Virtual Selling as Easy as 1-2-3

Built right into the One Click Contractor platform, you get the added benefit of screen share, included free with your subscription. This gives you the ability to measure, estimate and close jobs, and do it all in a faster and more efficient way.

Our easy to use screen share capability is part of our platform and doesn't require any additional downloads or plug-ins for the contractor or the homeowner to use. Just email or text the customer an invite, press the start button, and you're ready to start your presentation. You are now selling just like you normally would face-to-face. It really is that easy!

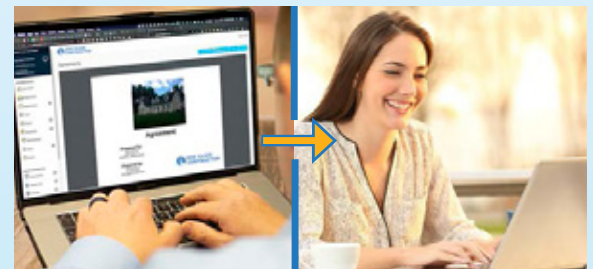
CLICK HERE TO SEE IT IN ACTION

<https://vimeo.com/400387223>

Your Next Sale Is Possible Without Ever Stepping Foot Inside Your Customer's Home

Selling your next job might seem a challenge when you can't step foot in your customer's home. Save time, practice social distancing and increase the number of jobs you close. Now is the perfect time to utilize remote selling technology to present and sell your jobs while sitting around a *virtual* kitchen table.

Embrace and adopt this new way of virtually measuring, estimating, presenting and closing the deal without ever setting foot in their home. This new way of selling home improvement jobs will forever become the new normal and keep your business thriving!



See How Your Contracting Business Can Grow With a Fully Virtual Sales Experience

Schedule your live demo with the One Click Contractor Team to get a front-row seat to this technology. Unique pricing available to Lansing contractors!

[LEARN MORE >](#)

https://info.oneclickcontractor.com/virtual_selling_lansing

Visit: info.oneclickcontractor.com/virtual_selling_lansing | **Email:** lansing@oneclickcontractor.com | **Call:** 877-320-2391

In-Home Financing **MADE EASY** With Lansing Green

Lansing Building Products has partnered with GreenSky to offer a valuable selling tool that allows contractors to provide homeowners financing for their projects.

GreenSky has created four new loan plans available at special promotional prices through June 1, 2020.

These generous offers are designed to support your business by providing your customers with greater financial flexibility:

- 6 or 12 months 0% interest promotional plan that converts to a 120-month term with a fixed APR
- No payments required during the 6 or 12 month 0% promotional period
- A low payment factor (as low as 1.11% on the 5.99% interest rate plan) after the 0% promotional period plan description table

Also, because they recognize the need for flexibility, given the current environment, GreenSky is prepared to provide:

- Purchase window extensions: Many projects are likely going to take longer than normal. Purchase window extensions available where needed for delays associated with COVID-19
- Consumer hardship relief: Payment deferrals will be made available to consumers who are impacted by COVID-19

If you currently have a customer that offers Lansing Green financing and would like more information, please have them contact their GreenSky Client Growth Manager for details about these new promotional plans.

If you do not currently offer financing with GreenSky®, click the following link to apply and include the Lansing Building Products Sponsor Number 390: www.greenskycredit.com/apply

Program participation requires application and approval by the GreenSky® Program and is subject to Program Terms.

¹Subject to credit approval. 6 month purchase window. 0.00% interest rate during 6 month promotional period followed by fixed interest rate of 5.99% for 120 months. Payment example assumes one time \$10,000 purchase on approval date (5.40% APR) with 6 months of \$0.00 payments followed by 120 amortized payments of \$110.97.

²Subject to credit approval. 6 month purchase window. 0.00% interest rate during 6 month promotional period followed by fixed interest rate of 9.99% for 120 months. Payment example assumes one time \$10,000 purchase on approval date (8.94% APR) with 6 months of \$0.00 payments followed by 120 amortized payments of \$132.10.

³Subject to credit approval. Subject to credit approval. 6 month purchase window. 0.00% interest rate during 12 month promotional period followed by fixed interest rate of 5.99% for 120 months. Payment example assumes one time \$10,000 purchase on approval date (4.92% APR) with 12 months of \$0.00 payments followed by 120 amortized payments of \$110.97.

⁴Subject to credit approval. Subject to credit approval. 6 month purchase window. 0.00% interest rate during 12 month promotional period followed by fixed interest rate of 9.99% for 120 months. Payment example assumes one time \$10,000 purchase on approval date (8.10% APR) with 12 months of \$0.00 payments followed by 120 amortized payments of \$132.10.



LANSING

GREEN FINANCING

Greensky® Special Promotion

PLAN 1065¹

6-Month 0% APR & No Payments
120-Month Fixed APR
5.99% Interest Rate
1.11% Payment Factor

PLAN 1069²

6-Month 0% APR & No Payments
120-Month Fixed APR
9.99% Interest Rate
1.32% Payment Factor

PLAN 1125³

12-Month 0% APR & No Payments
120-Month Fixed APR
5.99% Interest Rate
1.11% Payment Factor

PLAN 1129⁴

12-Month 0% APR & No Payments
120-Month Fixed APR
9.99% Interest Rate
1.32% Payment Factor

Open Your Doors to a Fresh Breeze and Keep the Bugs Out



Casper retractable screen doors are the most technically advanced, versatile invisible or disappearing retractable screen doors on the market. Our retractable screens will fit any door including in-swing doors, out-swing doors, single doors, double doors, French doors and even sliding doors. Each retractable door screen is custom fit for every door. Casper retractable screen doors are 100% insect proof and have a rust-proof magnetic strip that runs the entire length of the door for secure closure. In addition, our retractable screen doors have adjustable handles for all ages and an anti-slam brake for smooth and easy retracting.

QUALITY WORKMANSHIP

Casper Screens uses only the highest quality materials for our retractable screen doors. Our powder coated aluminum, signature flexing pull bar and Phifer Mesh are what make Casper Screens the most durable in the industry.

CUSTOM DESIGN AND FIT

Casper Screens are custom made for every door and window. Our screens can be mounted inside the door frame to blend beautifully into your existing framework.

LOWER ENERGY COSTS

Casper Screens has utilized the science of Natural Ventilation in the design of our screens. The cross ventilation created when our screens are in use helps to cool homes naturally, which lowers energy costs by reducing the need for air conditioning.

INDUSTRY LEADING WARRANTY

Casper Screens provides a Lifetime Warranty for the integrity of all framing and retraction components, and a 3 Year Warranty on the screen mesh.

Contact a Lansing representative for more information.

