

LANSING BUILDING PRODUCTS SHOP TALK



WWW.LANSINGBP.COM

FALL 2020

LANSING BUILDING PRODUCTS MEMO FROM HUNTER PRESIDENT



I am excited to announce Lansing Building Products has been certified as a Great Place to Work for the second year in a row! It is the dedication and hard work of every single associate that sets this family business apart. I am honored to be working alongside such outstanding people that make a positive impact in others lives.



It has been six months since we announced the addition of Harvey Building Products to the Lansing family. During that time, I have come to appreciate the similarity in the culture of the two companies. Both companies focus on delivering excellent customer service, quality products, and building strong relationships with our customers. We want to be your partner and help you grow your business. Your success is our success. Fall will begin in a few weeks and I am excited about the possibility of a strong construction season. Thank you for your business and I look forward to continuing our partnership.

Hunter



Now is a Great Time to Utilize the LANSING DELIVERY APP

The Lansing Delivery App Provides You With:



- A **Safe** and **Contact-Free** Process
- Delivered Materials **Without a Signature Required**
- **Photo Verification** of your Delivered Goods
- **Real-time** Notifications of Your Order
- A **High Level of Service** for Your Business



LANSING
BUILDING PRODUCTS

DOWNLOAD THE APP TODAY AND GET
FASTER, SMARTER ORDER TRACKING!

Look for LansingBP in the
Apple Store or Google Play.



LANSING
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 customer.marketing@lansingbp.com



COMING SOON – FALL 2020



NEW Black Exterior Option

Simonton® Windows & Doors, the **#1 Rated Brand in Highest Overall Quality for Vinyl Windows** in 2020 by Builder Magazine, is excited to announce a new black exterior color option. Coming soon to Simonton ProFinish Contractor & Simonton Reflections 5500 collections.



Talk to your local branch representative for more information.



NEW Flat Casing on 150 Series

Lansing Windows & Doors will be launching a new flat casing on 150 Series products. The new option allows for a modern, sleek design to the popular window series.



Talk to your local branch representative for more information.

Create Bold, Modern Contrast Accents With Black Soffit; Now Available In Exterior Portfolio® And Royal® Vinyl Lines

For builders and remodelers seeking to differentiate their exteriors, black soffit provides a modern contrast when used in porch ceilings, eaves and overhangs. Royal Building Products has recently added black soffit to its Exterior Portfolio and Royal Vinyl lines to meet this demand.

Exterior Portfolio and Royal soffits shield roof rafters and ventilate attics, protecting homes from pests, with virtually no maintenance or additional painting required. Available in low-gloss woodgrain, brush and matte finishes, the new black color joins a broad array of traditional colors and rich shades. Black soffits are also available in designer, traditional and builder profiles.

Exterior Portfolio black soffits are available in the following:

- T3 Hidden Vent
- T3 Solid Soffit
- T4 Fully Vented Soffit
- T4 Solid Soffit
- F-Channel
- Universal J-Channel

Royal black soffits are available in the following:

- T4 Vented Soffit
- T4 Solid Soffit
- D5 Vented Soffit
- D5 Solid Soffit
- Frieze Trim
- 5/8" J-Channel



All soffit products are backed by a Limited Warranty. For more information visit www.royalbuildingproducts.com/Soffit-Lansing or talk to your Lansing sales representative.

CONTROLLING WATER FLOW WITH LEAF SENTRY SENTRY ACCESSORIES

DID YOU KNOW THAT LEAF SENTRY PROVIDES PROVEN ACCESSORIES FOR PREVENTING OVERFLOW OF WATER IN VALLEYS AND DRAINAGE FROM UPPER ROOF SECTIONS?

Let us introduce our inside miters and (HWF) high water flow panels. We find that the most effective way to eliminate call backs on a gutter cover job is to properly handle high water flow areas. The valley of a roof flows a stream of water that can be significant, and problematic to handle, even for an open gutter. Leaf Sentry provides a pre-made inside miter that a built-in splash guard and water flow ports that keeps valley water from flowing over the gutter system. Our HWF panels have water-handling ports that can be used with our inside miters or in any area where water flow is significant, such as an upper roof draining onto a lower roof section.

01 OPEN VALLEY



PICTURE 1 shows a properly installed inside miter on a roof with an open valley. You will see adjacent to the miter are our HWF panels to ensure diverted water goes into the gutter system, instead of over and onto the property below.

02 CLOSED VALLEY



PICTURE 2 shows a properly installed inside miter on a roof with a woven, or closed valley. The same principles of water handling apply but the installation is slightly different.

ALL LANSING BUILDING PRODUCTS LOCATIONS HAVE THESE ACCESSORY PRODUCTS AVAILABLE FOR YOU TO USE WITH YOUR LEAF SENTRY INSTALLATION.

If you would like to see a step-by-step video demonstration of the installation of our inside miters, please log on to our exclusive dealer portal at bottom of the Leaf Sentry Website (www.leafsentry.com)

The password is: Leafsentry2017



bulldoggutterguard.com | leafsentry.com | k-screen.us

If you have additional questions, you can contact our factory technical support team at 1-877-281-2700.

Therma-Tru Supports Pros With Installation Training and High-Quality Products

Today's customer expectations are high. They want products that are stylish and durable, and an expert who knows how to install them properly. Entry doors are no different, and because of that, Therma-Tru is making it easier than ever to set you and your team up for success.

Get certified: Expert guidance leads to professional results.

Best-in-class installation training is just a click away thanks to the Therma-Tru® Certified Door System Installer Training Program. Available free online, professionals from Therma-Tru and OSI® - the expert in construction sealants - come together to help build your knowledge of the entry door install process so you 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 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 can choose to receive a certificate and card verifying they've completed the comprehensive training program

and have achieved Certified Door System Installer status.

In addition, they can request a spot on the Therma-Tru Certified Installer locator, and if they're a dealer, the Certified Installer seal can be added to their information listed on Therma-Tru's Where to Buy page. The company also offers local landing pages to help installers build and enhance their online presence.

Learn more about the program at www.thermatru.com/installer.

Products designed for style and performance.

Expanding on a history of innovation, Therma-Tru continues to grow its product portfolio to deliver an entire entryway package designed for style and performance - backed by industry-leading warranties.

The company recently unveiled its composite door frame featuring Tru-Guard™ composite technology. Available in smooth and wood-grained, this frame provides a rot-free solution engineered to work with rot-resistant Therma-Tru doors and components.

In addition, Therma-Tru offers PrismaGuard® premium finish which is tested for enhanced durability. This nature-inspired color palette of premium stains and paints delivers high-definition color and is designed for optimal performance with Therma-Tru products.

The company has also expanded its flush-glazed product offering to meet today's home trends while delivering the seamless look homeowners want and the long-term performance they need. The assortment of EnLiten™ flush-glazed designs now includes black grilles between glass to complement window grid patterns commonly seen on homes with Modern Farmhouse and

THERMA-TRU® DOORS



Modern Tudor architectural influences. Classic-Craft® American Style Collection™ has also expanded its flush-glazed offering with full-lite doors and a variety of simulated divided lite patterns to create looks that range from casual to modern.

From a wide assortment of stylish products engineered as a complete entry door system to comprehensive installation training to help ensure your company's success. It's no wonder why Therma-Tru is the entry door brand builders choose most for more than 20 years.*

To learn more about Therma-Tru products and the Certified Installer program, visit www.thermatru.com or contact your local Lansing branch for more information.

*Brand Use Study, 2020 Builder magazine.

**CERTIFIED
DOOR SYSTEM
INSTALLER
PROGRAM**

**THERMA-TRU®
DOORS**



Expert guidance. Professional results.



Achieve Modern Design And Low Maintenance Curb Appeal With Cedar Renditions™ By Royal®



Offering endless modern design possibilities, Cedar Renditions by Royal is an award-winning line of modern aluminum siding that is quickly becoming a favorite of architects, designers and remodelers of residential and light commercial projects.

Now available in a wide assortment of premium and traditional colors, including the newly added Grey Oak, Smokewood and Spanish Moss, Cedar Renditions by Royal provides exceptional curb appeal without the maintenance or flammability issues of wood.

Cedar Renditions was recently named a finalist for "Best Green Building Product" in the Best of IBS™ Awards for the 2020 NAHB International Builders' Show (IBS) and also selected as one of the "Best of IBS" products by House Beautiful magazine.

Backed by a prorated 25-year warranty, Cedar Renditions features a seamless overlapping notch for extended coverage and a PVDF top coat, ensuring a streamlined, modern aesthetic upon installation.

For more information visit www.RoyalBuildingProducts.com/CedarRenditions-Lansing or talk to your sales representative.



Royal® Building Products Shakes It Up With New Weathered And Woodland Portsmouth Vinyl Colors

Royal has added six new trending colors to the Portsmouth™ Shake & Shingle line. Cottonwood, Aged Pewter and Stonehedge join the line of Weathered colors, designed to emulate the distinctive look of aged cedar. Sedona Shadow, Mountain Ash, and Rustic Gray have been added to the design-forward Woodland line. The newly added colors, which are available in Double 7" Shake and Single 7" Shake, provide a bold accent for use with many styles of lap siding.

Whether a homeowner chooses to use the new Portsmouth offerings as a gable accent with lap siding or across the entire home, the new Weathered and Woodland colors creates a design statement that will stand out, providing lasting value for years to come.

For more information visit www.RoyalBuildingProducts.com/Portsmouth-Lansing or talk to your sales representative.

