

# LANSG BUILDING PRODUCTS SHOP TALK



WWW.LANSINGBP.COM

FALL 2021

## LANSG BUILDING PRODUCTS MEMO FROM HUNTER PRESIDENT



Summer is gone and Fall is here! This is prime season for the construction industry especially remodelers. In this edition of Shop Talk you will find products you can use to help homeowners as they prepare their homes for winter weather. Our focus is on being your number one supplier and partnering with you to grow your business. All of us at Lansing Building Products pledge to work hard and earn your trust each day. We understand that your success builds our success. Contact your local sales rep or branch today to see how we can be of service to you.

*Hunter*



**LANSG**  
MARKETING SERVICES

**ELEVATE YOUR VISIBILITY.  
GROW YOUR BUSINESS.**

**Lansing Marketing  
Services Include:**

**Company Branding  
Proximity Marketing  
Printed Literature  
Signage • Apparel  
Giveaways**

**Website & Social Media  
Consultation & 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](mailto:customer.marketing@lansingbp.com)



## FALL IS HERE ARE YOU OFFERING GUTTER PROTECTION?



**LANSG CARRIES A VARIETY OF  
GUTTER GUARD SYSTEMS TO FIT YOUR NEEDS.**



**BULLDOG  
GUTTER GUARD**



**LEAF SENTRY  
GUTTER PROTECTION SYSTEMS**

Contact a Lansing representative for more information.



## IN-HOME FINANCING MADE EASY

**Lansing Green can help you:**

**INCREASE YOUR SALES • GROW YOUR BUSINESS**

By offering a financing options to prospective customers, you can:

- Close more sales
- Do larger projects
- Reduce job cancellations
- Improve customer satisfaction
- Know your customer has a way to pay for the project



**LANSG**  
GREEN FINANCING

Contact your Lansing sales representative for more information.

# Set Your Projects Apart With These Six Unique Exterior Design Details

An exterior renovation offers an opportunity to refresh the look of a home. While new siding will certainly help a home stand out, there are also many other tools during this process to elevate your design.



These unique architectural and design features are personal touches that can make a big impact on a home's curb appeal and appearance. Consider adding some of these design options to your next renovation project for an incredible final result.

## ALTERNATING LAP SIDING WIDTHS

An alternating lap siding design is an elegant, but not frequently used technique that adds a lot of interesting visual texture to an exterior. This approach relies on two different widths of lap siding that create long horizontal and vertical patterns.



There are endless options you can use to create a unique design from the siding widths to the pattern on the wall. For example, a basic alternating lap siding pattern may start with a wide course of lap siding, with a narrow course on top of that, and then back to a wide course. However, you can also consider a narrow-narrow-wide, or narrow-wide-wide exposure pattern to set your design apart.

## GET PLAYFUL WITH BATTEN SPACING

Board and batten siding is popular thanks to the modern farmhouse and other contemporary home design styles. If your customers love this style of siding, they can ensure the home is unique by playing with the spacing of the battens, which are installed on top of the panel siding.



One design benefit of using HardieTrim® battens is they can be spaced as narrow or as wide as you like, so long as they are secured to a wood or metal substrate that meets the installation specifications.

Narrower batten spacing will call more attention to the vertical lines on the house. It will also have a slimming effect on the structure and enhance the illusion of height. Wider batten spacing will make the structure appear more substantial and make the vertical battens more subtle, allowing the simplicity of the panel siding underneath to shine.

## OPT FOR NON-WHITE TRIM

White trim is a go-to choice for its crisp, clean look. But non-white trim combined with the right siding color could take a home's exterior from ordinary to extraordinary. Consider pairing dark siding with dark trim, which leads to a striking, monochromatic look. You could also opt for off-white trim such as HardieTrim boards in Cobble Stone or Monterey Taupe. It's a slight change from white, but one that softens an overall exterior color palette and is different enough to catch the eye.

## CONSIDER COPPER ACCENTS

Copper roofs, gutters, and downspouts subtly reflect light and add elegant flair to a home. To keep costs low and the overall look subdued, be selective. Add copper roofing to a porch or entryway, select copper light fixtures, or install copper gutters and drainpipes.



## CREATE CONTRAST WITH TWO-TONE COLOR SCHEMES

When it comes to two-tone color schemes, you can't go wrong with black and white. Together, the colors offer high contrast without the risk of clashing.



White siding with black accents is a more subtle design route, which might mean using black windows or a black metal accent roof. However, some homeowners are opting for an even bolder approach by using a darker siding color as their base and accenting it with white. Or, for an even more creative look, you can use the dark and white colors in equal amounts.

## GO BOLD WITH COLOR

Homeowners may also consider being more adventurous with the home color (but be sure to first check with any HOA restrictions). Even a shade as seemingly simple as Night Gray can add a dramatic feel to the home, as seen above.



Your customers can also stretch their creativity even further with a James Hardie Dream Collection® finish, which is available in more than 700 colors. From bright and cheery to dark and moody, Dream Collection finishes can make the color of their dreams become a reality for their home.

Connect with your Lansing sales representative to learn how you can achieve a unique look with the endless designs, colors and textures of exterior solutions by James Hardie.



# Boosting Installation Productivity the Harvey Way



**HARVEY**  
WINDOWS + DOORS

With the current demand we're seeing in the residential construction industry, your time as a contractor is more valuable than ever. In a market like this, being able to lean on solid relationships with trusted partners and quality products makes a big difference to productivity. At Harvey, we offer a variety of time-saving solutions for the window and door installer, designed to help you get more done, faster.

## Harvey Interior Trim Kits and Factory-Applied Exterior Casings

The traditional method of trimming for window interiors or installing exterior casings is often a time-consuming and tedious process. For contractors looking for more efficient solutions, Harvey's innovative interior trim kits and factory-applied exterior casing options for vinyl windows cut out extraneous steps, reducing installation time by about 55 minutes per window as well as helping to save on labor costs and waste.

Harvey's prefabricated interior window trim kits are expertly constructed and come fully assembled. Providing quality craftsmanship and a precision fit, they effortlessly slide into the receiver pocket — a standard, built-in feature offered on all Harvey vinyl new construction windows — and can be secured with a few finish nails. Harvey interior trim kits also have mitered corners and come assembled with extension jambs already glued and backstitched, making for a smooth application in a matter of minutes. The apron is cut to length with mitered returns and ships loose for installation on-site. With 9 profile options available in finger jointed pre-primed Pine or Clear Pine, your homeowner customers can achieve the look they want, and you get lightening fast installation.



Shown without sill nose  
3" Flat



Shown with sill nose  
908 Brickmould

Factory-applied exterior casing options by Harvey offer a similar solution to speed up exterior finishing, as well as help to alleviate worries from homeowners for costly maintenance in the future. Harvey's fusion-welded, durable factory-applied exterior casing options are available in 3" flat or 908 brickmould profiles and can be painted to match the exterior of your vinyl window. They eliminate the need entirely for additional exterior trim, so the time it takes to

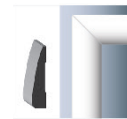
finish a window installation is significantly reduced. And, because they are extruded from the same premium vinyl as Harvey windows, you can feel confident they are designed to be moisture-proof, insect-proof and provide a lifetime of beauty and value.

## Harvey Windows + Doors Website:

To give you and homeowners even greater access to quality product and industry information and enhanced support services, Harvey Windows + Doors recently launched a new user-friendly website featuring technologically sophisticated, easy-to-use tools with simplified navigation and improved informational content. Visit [harveywindows.com](http://harveywindows.com) for more information.

At Harvey, we understand that your time as a contractor is valuable. With sky-high demand, growing pressures of labor shortages and the constantly evolving construction landscape, we strive to deliver the resources you need to get your job done quickly and efficiently — with quality products and innovative solutions. That's how we help you Install Confidence®.

Contact your Lansing representative for more information.



2-1/2  
Clamshell/Ranch  
WM315



2-1/4  
Colonial  
WM668



2-1/4  
Beaded Colonial  
WM676



2-1/2  
Colonial  
WM351



3-1/4  
Beaded Colonial  
WM445



3-1/2  
Colonial  
WM444



3-1/2  
Windsor  
LGM77/B200



3-1/2  
Stafford  
GM650/B225



3-1/2  
Flat  
WM412



# 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 on the market supports and strengthens gutters the entire length. And 100% of gutters need a better hanger system.

## • 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.

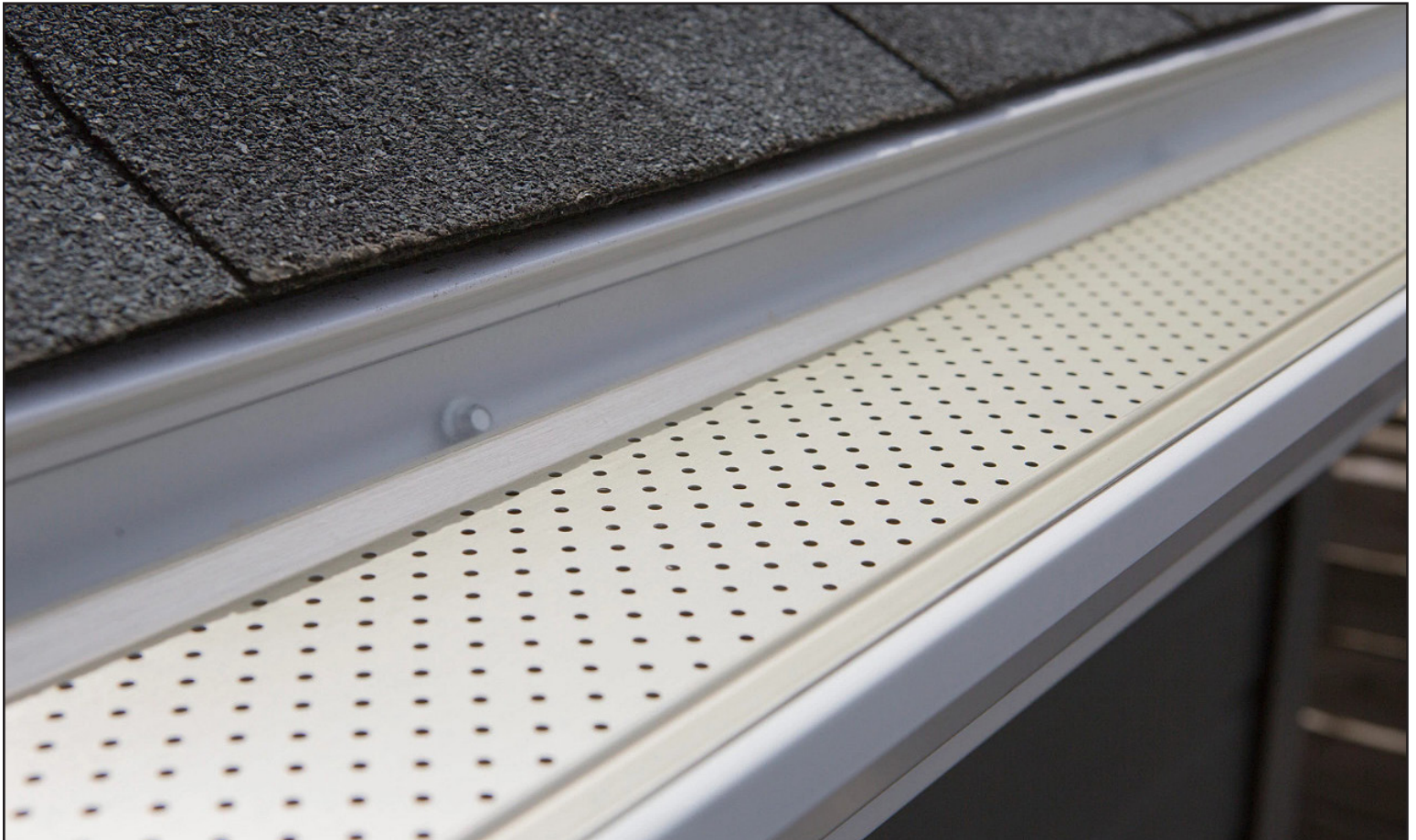
## Help Homeowners See the Difference

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.
- Be bold and start offering the continuous hanger as your standard fastening system for the gutters you install. You'll be surprised how many homeowners listen and how many contracts you sign with the product.

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. For more information, visit [www.plygem.com](http://www.plygem.com) or contact your Lansing representative.



# How ProVia Offsets Supply Chain Challenges

Brian Miller, President & CEO, ProVia

As anyone in our industry knows, the past 18 months have been challenging, to say the least. COVID presented many complications to business, notably labor and material shortages and extended lead times. It's been a real "whack-a-mole" situation – every week a new challenge arises, and once you resolve it, another one pops up to take its place.

While these complexities stretched us many times into uncomfortable territory, they have also created an incredible opportunity to learn lifelong lessons. Just like a muscle grows while it's recovering from being strained, we have the responsibility to direct the process of nurturing these experiences so that they produce valuable results.

As a building materials manufacturer, one of the most important lessons we've learned is how vulnerable our supply chain can be. Even companies like ProVia who have great relationships with our suppliers are uncovering layers of exposure we never realized existed. With the current supply chain disruption being so widespread, we've seen many examples of raw material shortages – aluminum, resins, chemicals, etc. Even when you have a secondary supplier, finding materials can be difficult.

At its core, the cause for most of the manufacturing disruption is a lack of employees. Every week we hear of manufacturers who have record-breaking demand but are only running a portion of their available production, because they can't find employees. The dearth of both materials and workers and the ensuing low production output has resulted in lead times that are far longer than typical.

At ProVia, there are three strategies that have most enhanced our manufacturing effectiveness and helped us offset the challenges that trying times bring.

**Vertical integration** has allowed us to take more control of certain processes. Some significant examples include the production of our insulated glass units, production of our steel and fiberglass door slabs, and delivery of our products through the establishment of

our logistics operations. Of course, vertical integration demands that you invest and take ownership of bigger challenges, but it allows for nimbleness and flexibility when challenging times occur. Taking out a middle provider mitigates the risk to supply disruptions and provides opportunities for innovation. The primary purpose for most of ProVia's vertical integration efforts has been to control and improve quality. However, it also allows for us to keep rational levels of materials and to be better prepared when there are interruptions in the supply chain.

Combining **automation with human craftsmanship** enables efficiency on the production line. There's a balance between craftsmanship and automation, and advantages for both. Many of our products – entry doors and manufactured stone, for example – benefit from hands-on attention and skilled workmanship. But automation is key in three areas: where repetitive motions occur, transportation of products within the facility, and where employee safety is difficult to ensure. Automating our in-plant door movement using an overhead track system has proven to be extremely efficient. It has also replaced activity that is ergonomically unfriendly for our employees. Instead of starting with a goal of using automation to replace employees, we look to upgrade our employees' responsibilities by giving them machines that they use to control production, enabling them to be more efficient. As volume increases, we've added more employees and given our staff larger responsibilities; in this way, we automate tasks in a safe manner, increase capacity, and augment our employees' skills and experience.

**Prioritizing the sourcing of materials by geographical proximity** has been extremely advantageous. We've always believed that relationships are more important than transactions, and we feel we can build better relationships with trusted suppliers who are easily accessible. We concentrate on sourcing locally and regionally when we can – in fact, we have many great suppliers within 3 hours of our facilities. Proximity is an asset and benefits us because it fosters lasting relationships, minimizes transportation costs, and provides quick resolution to quality or delivery issues.



This has been our strategy for years, and COVID really made us aware of these advantages and strengthened our commitment to these suppliers.

## **Integrity and Honest Communication**

Performing at the highest level possible is vital to keep business on track, but clear, honest communication, even when it's bad news, is critical. Customers must be informed of the status of their order or project. We ask them to communicate their priorities as well. Not all orders have the same level of urgency. For the contractor and installer, transparency to the homeowner is essential – setting and managing expectations early in the selling cycle and having an honest discussion about material shortages or work delays is critical to the success of the order.

As for our customers, we have always treated them with integrity and taken the position that we must be as transparent as possible. We don't hide behind excuses to explain supply chain shortages or production delays. We know delivering bad news is hard, but bad news is better than no news. Recovering from misinformation is harder than being completely transparent up front. As an example, during the past year of unprecedented supply chain challenges we developed a new Order Fulfillment Dashboard in entryLINK to assist professionals with up-to-date estimating of lead times.

After we're at a better place and the game of whack-a-mole winds down, it will be interesting to see the improvements that come from this challenging period in history. We're already seeing trending topics such as inventory optimization, supply chain visibility software, and removing links in the chain. It's from this galaxy of ideas that business leaders will need to develop long-term strategies that drive them towards robust and reliable supply chains.



# Therma-Tru Offers Re-Imagined Door Collections and Supports Pros with Installation Training

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.

## 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.

Therma-Tru has expanded its Classic Craft product offering, which celebrates the best design for homes with uncompromising style. Three re-designed expertly curated collections - Artissa, Founders and Visionary - draw inspiration from the latest trends and bring your home design vision to life with unrivaled beauty, luxe craftsmanship and an attention to detail you won't find anywhere else. The company also 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.



### Artissa Collection

Casual | Relaxed | Simple

Includes styles from the previous Classic-Craft American Style, Classic-Craft Mahogany, Classic-Craft Rustic, Classic-Craft Oak and Classic-Craft Canvas Collections.



### Founders Collection

Traditional | Time-Honored | Decorative

Includes styles from the previous Classic-Craft Mahogany, Classic-Craft Rustic, Classic-Craft Oak and Classic-Craft Canvas Collections.



### Visionary Collection

Modern | Confident | Minimal

Includes styles from the previous Classic-Craft American Style, Classic-Craft Mahogany, Classic-Craft Rustic, and Classic-Craft Canvas Collections. New in 2021, Classic Craft Walnut Grained Doors.

## Get certified: Expert guidance leads to professional results.

Best-in-class installation training is available free online, thanks to the Therma-Tru® Certified Door System Installer Training Program. Professionals from Therma-Tru and OSI® – the expert in construction sealants – come together to help boost your knowledge and ensure your confidence in the entry door installation 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, prepare the opening, and how to install a new door. 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 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.

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](http://www.thermatru.com) or contact your local Lansing branch for more information.

\*Brand Use Study, 2020 Builder magazine.

## THERMA-TRU® DOORS

### Replacement Door Checklist

**Look for these issues when recommending a replacement entry door.**

#### Is the door frame rotting, deteriorating or cracked?

- Rot can occur at the bottom of the jamb and/or brickmould.
- Rot can also occur where the jamb and brickmould meet the wall.

#### Are there any gaps that allow air, light and energy escape?

- The weatherstrip may be deteriorating or missing
- The door may be out of square, allowing light and air to penetrate.

#### Does the door open and close properly?

- Does the door lock and unlock with ease?
- The door may be out of square.

#### Is the door warped, cracked or dented?

- Sun exposure and normal wear and tear can contribute to warping, cracking & denting.

#### Is the subfloor beneath the door rotting or deteriorating?

- The door system may need sealant under the sill and/or around the jamb. Installing a sill pan can also help prevent this by adding a layer of protection.

#### Is the doorglass collecting moisture?

- The seal between the doorglass, lite frame and door surface may be broken.

#### Does the door seal improperly and allow water to enter the home?

- The door may not compress the weatherstrip properly.
- There may not be enough sealant, or the sealant may have been broken down between the sill and subfloor.
- Flashing or drip cap may not have been installed above the door.

# Get Connected with LansingNOW

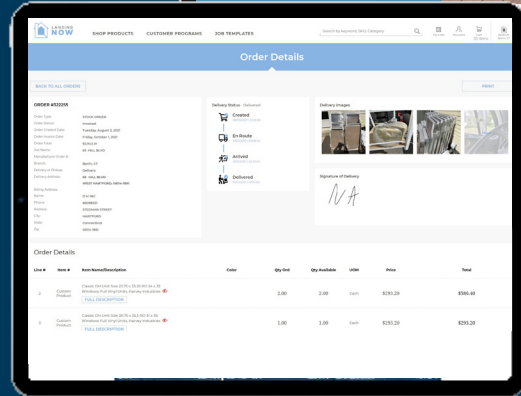
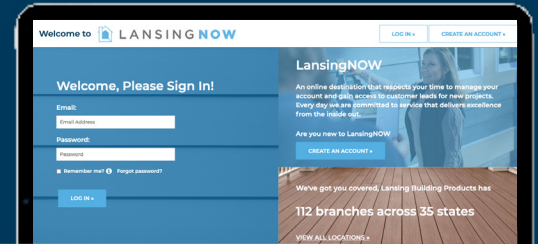
At Lansing, we strive to provide you the best possible service, day in and day out. We've listened to customers tell us how important online tools and technology have recently become in your daily lives. Because of this, we've been working hard to build LansingNOW – an online destination you can rely on for better visibility and communication on your orders and account at Lansing.



Over the next several months, LansingNOW will transform into a complete online ordering hub with a hands-on approach – with every order reviewed, confirmed, and fulfilled by the local branch team you know and trust.

Until then, check out the tools that LansingNOW has to offer today! When you register on LansingNOW, you will have access to:

- **Order and Return Notifications:** Opt-in to receive order notifications from us, and we will send you an email acknowledgment for all new orders and returns. Log into LansingNOW.com, navigate to "Account", then choose My Info and Notifications to manage your notifications.
- **Take Advantage of SAVR:** SAVR is our time-saving tool that tracks qualifying purchases and submits them on your behalf to select manufacturers – Cornerstone Building Brands Rewards and James Hardie's Contractor Alliance Program. If you're enrolled in these programs, connect to SAVR for the added benefit of seeing invoices and submission reports each month.
- **Order History & Details:** As a companion to the Lansing Delivery App, you can now see real-time delivery details in order history on LansingNOW. When looking up an order, you will see the delivery status, photos, and delivery signature. Plus, filter through your orders by date, job name, status, ship-to account, and more!



Check out [LansingNOW.com](https://lansingnow.com) and register today! If you need assistance, reach our team at [helpNOW@lansingbp.com](mailto:helpNOW@lansingbp.com)

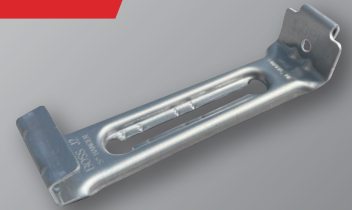


## Aluminum Gutter Hangers

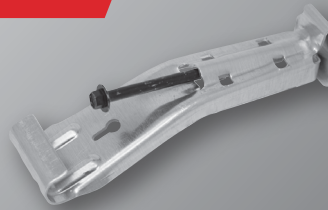


### Five Different Styles

The Boss



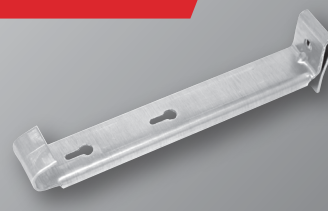
HD Screw



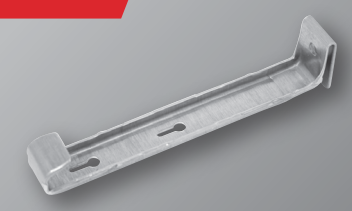
Speed Screw



Standard Hidden



U-Channel



[www.gpindustries.us](https://www.gpindustries.us)