



## LANSGING BUILDING PRODUCTS MEMO FROM HUNTER PRESIDENT



It is hard to believe we are already almost halfway through 2021. Time continues to fly and I am confident the rest of the year will go by equally fast. But since it is the middle of the year, it is a good time to pause and take stock on how the year has gone. Despite coming out of a global pandemic, we have seen unprecedented business. Our branches are stocked with inventory and ready to help you have a successful Summer.

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. Our focus is on being your number one supplier and partnering with you to grow your business. Contact your local sales rep or branch today to see how we can be of service to you. Thank you for your business.

*Hunter*



Lansing Building Products offers the most comprehensive gutter program in the industry.

**Gutter Machines • Gutter Guard Systems • Gutter Coil • Accessories**



**LANSGING**  
MARKETING SERVICES

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

**Lansing Marketing  
Services Include:**  
Company Branding  
Proximity Marketing  
Printed Literature  
Signage • Apparel  
Giveaways

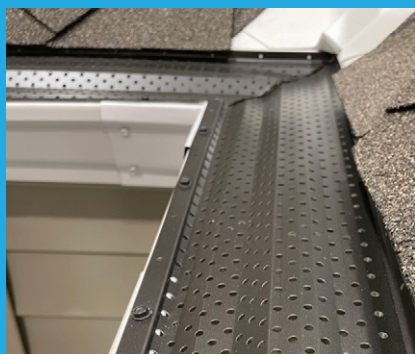
**Website & Social Media  
Consultation & More!**

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)



**GP INDUSTRIES IS PROUD TO ANNOUNCE A NEW VERSION OF AN OLD FAVORITE. BULLDOG “STEP UP” INCORPORATES ALL THE PROVEN FEATURES OF OUR BULLDOG GUTTER GUARD IN A NEW PROFILE THAT’S DESIGNED SPECIFICALLY TO BE INSTALLED OVER QUICK SCREW STYLE GUTTER HANGERS.**



## **HERE ARE A FEW OF THE BENEFITS OF BULLDOG STEP UP**

- Ribbed design encourages air flow to lift off debris with a gentle breeze
- Fits new and existing gutters, invisible from the ground
- Does not interfere with the roof
- Strengthens gutter system
- Prevents animals & birds from nesting in gutter
- Available in 5”, 6”, and 7”
- Specially designed to be installed over quick screw gutter hangers
- 2 Colors Dark Bronze and White
- Industry leading 25 year no clog warranty
- Visit [www.bulldoggutterguard.com](http://www.bulldoggutterguard.com) for more information

Factory Training is available with sales and installation techniques. Improve the overall customer experience and your profits with help from our factory support team. Visit with us at your next Lansing Gutter Appreciation Day or call (402) 289-2700 to schedule training. For installation tips and videos, check out the Dealer Portal at the bottom of each website.

**Login password for each: Leafsentry2017, Bulldog2017**



[bulldoggutterguard.com](http://bulldoggutterguard.com) | [leafsentry.com](http://leafsentry.com) | [k-screen.us](http://k-screen.us)

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



# Ply Gem Mastic Launches New Home Design Visualizer Offering Instant Preview Of Exterior Colors, Styles, Materials

For most homeowners, installing or replacing exterior siding is a large expense and a highly visible long-term commitment. With thousands of options and combinations, choosing the right colors and materials can feel overwhelming. To help ease their uncertainty, Ply Gem Mastic has created a new, interactive web-based tool that allows homeowners to see what their siding colors, materials and accessories will look like before they commit.

“Exterior products are a long-term commitment. We want homeowners to be confident in their color and material choices,” said Deb Lechner, Vice President of Marketing, Ply Gem. “The visualizer gives them an easy way to envision how all the pieces will fit together.”

### How it Works

The tool is simple enough for homeowners to try out on their own. They can choose individual colors or pre-selected designer color palettes as well as a variety of material styles such as stone, brick and cedar shake shingles, and apply them to an uploaded image of their home or to photos of sample homes.

The sample homes represent a range of architectural styles, from traditional to contemporary, small bungalows to tall two-stories, for a realistic view of how colors and materials will appear. For homes under construction, users can upload a line drawing

of their home’s front elevation.

The Ply Gem Home Design Visualizer automatically prepares uploaded photos so users can quickly customize and preview colors and materials on their home’s exterior. This is ideal for early planning and rough visualization because the Visualizer’s auto masking, which defines the individual elements and surfaces, can leave small gaps around the edges where surfaces meet.

For precise designing and customization, homeowners can submit their photo to Ply Gem Mastic. For \$15, experts will prepare the photo with precision masking and return it within a couple of business days ready for homeowners to play with all of their choices.

Regardless of whether the image is uploaded or a sample, with the Visualizer’s smart technology, there’s no need to digitally “paint” the photos. Users just tap to automatically apply their favorite colors and styles across siding, trim and shutters. The color palettes, material choices and design styles are all from Ply Gem Mastic lines, allowing homeowners and contractors to match products and coordinate colors quickly and easily.

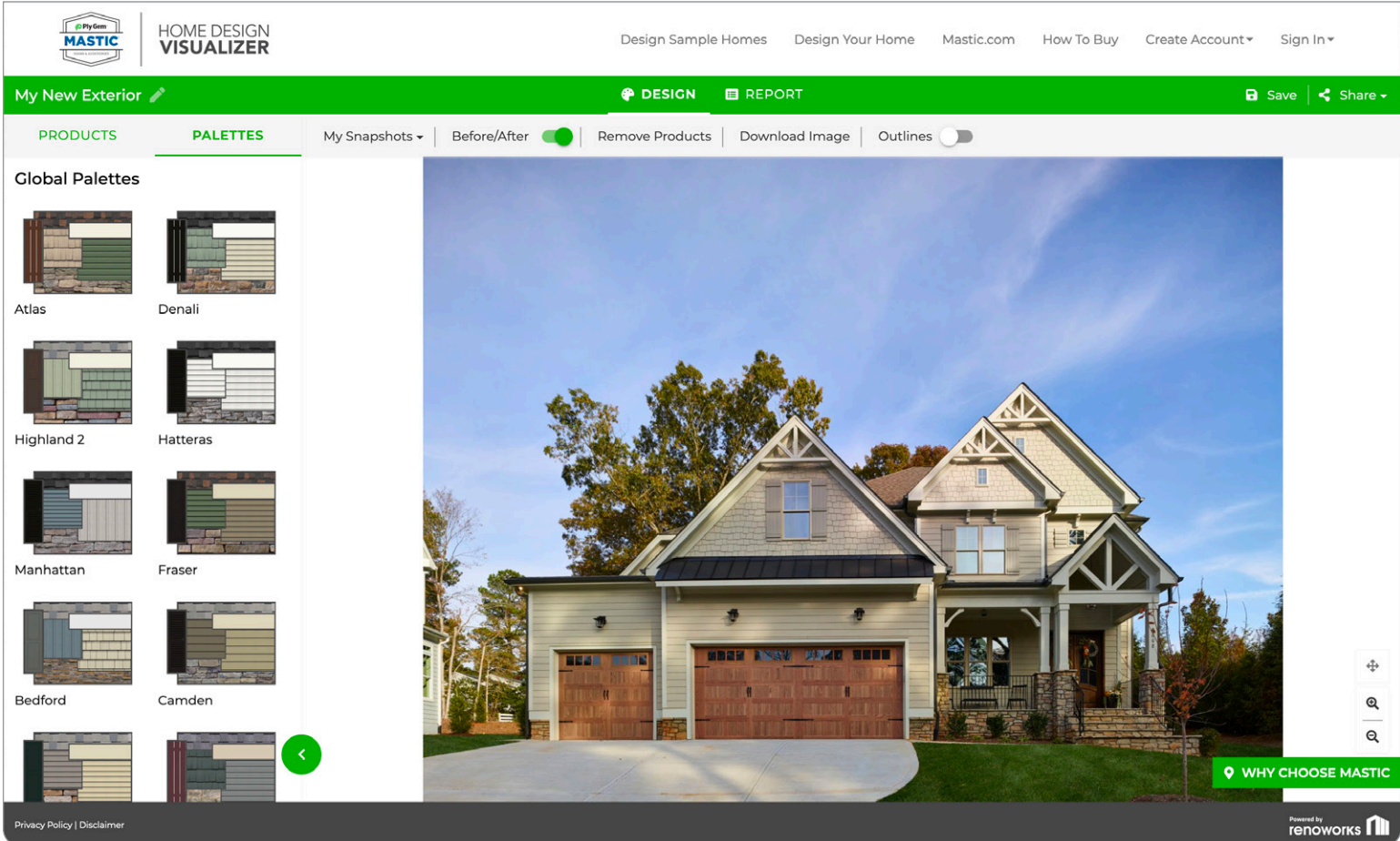
The new Ply Gem Home Design Visualizer is a great way for contractors to collaborate with and guide hesitant homeowners through the

selection process and close the sale. Once the selections have been made, users can export a custom report with a list of all of the colors and products, which makes ordering easy and provides a clear record of the choices.

To explore colors, materials and styles with the new Ply Gem Home Design Visualizer, visit [plygem.com](http://plygem.com).

**Benefits for Homeowners and Contractors**

- Builds trust and confidence in the selection process.
- Speeds up the sale for hesitant homeowners who are stuck selecting colors and materials.
- Homeowners can upload an image of their own home or choose from a library of sample homes.
- Includes individual colors and materials as well as a selection of designer-inspired color palettes.
- Allows contractors to learn more about current color and design options to better guide the homeowner.
- Once completed, color and product selections can be saved for future reference.
- Compatible with computers and mobile devices.



# Royal® Building Products Launches Pro-Focused Site

Royal Building Products has launched a dedicated microsite for Royal's pro community of builders, remodelers, contractors, architects, designers and distributors. **RoyalPros.com** provides an easy "one-stop shop" for pros who are seeking installation guides, webinars, brochures, product specification sheets, sales resources, design tools and more. With this new launch, Royal seeks to support industry professionals in new and innovative ways to ensure the completion of successful projects.

This easy-to-navigate website helps pros bring their vision to life. Not only does it offer detailed information on Royal's selection of high-quality building products, but the site is a highly responsive resource to ensure pros deliver exactly what their clients desire. Industry professionals can easily download brochures and sell sheets to inform their customers on recommended products, access videos to guide them through each step of the building process, and gain inspiration from a design blog that explores creative ways to use the products.

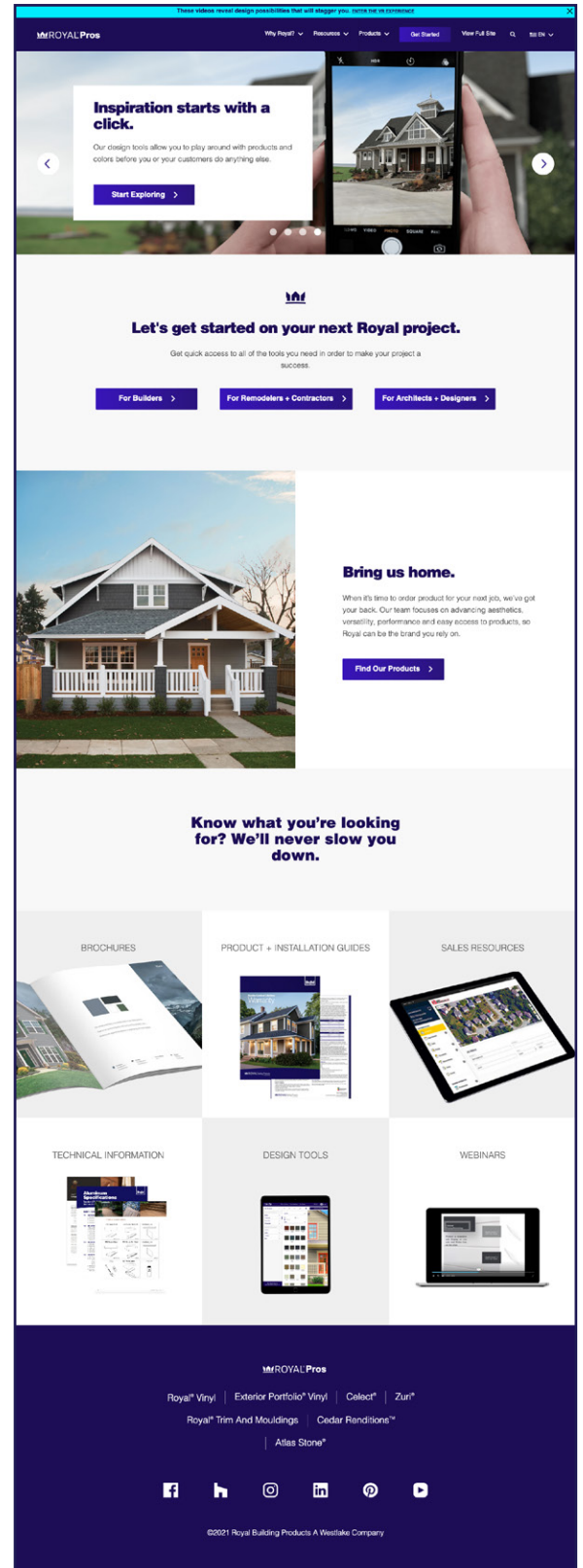
Royal's online design tools allow pros and customers to see the finished product before ordering trim, mouldings, siding and decking. Pros can easily stay updated on the latest trends and explore new products and colors before committing. Online design tools include:

- HomePlay™ Prime featuring Select® Cellular PVC Siding and trim
- Zuri Visualizer featuring Zuri® Premium Decking
- Home Play™ featuring Royal® Vinyl siding, trim and accessories
- Trim Visualizer featuring trim options based on the style of home
- Dream Designer® featuring Exterior Portfolio® Vinyl siding, trim and accessories

After exploring the new resources and finding inspiration, pros can easily find the products that they need to grow their business and keep customers satisfied. Royal's new pro site will continue to add valuable content, including product updates, installation techniques and selling tips with frequent updates as industry-leading experts. Visit [www.RoyalPros.com](http://www.RoyalPros.com) to get started on your next Royal project.



**Visit [RoyalPros.com](http://RoyalPros.com)**





# 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








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

**Look for LansingBP in the  
Apple Store or Google Play.**



## 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**



**LANSING**  
MARKETING SERVICES

**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.