



LANSING
BUILDING PRODUCTS

SHOP TALK

www.LansingBP.com

Fall 2022



Lansing Building Products MEMO FROM HUNTER PRESIDENT & CEO

At Lansing Building Products, our commitment to innovation and providing a best-in-class customer experience allows us to offer a comprehensive suite of tools and services that give our customers an edge over the competition.

LansingNOW.com is one of these tools. We're excited to complete our roll out of online ordering in all branches soon, giving you the ability to order at your convenience if you're not able to call or stop by.

Thank you for partnering with Lansing Building Products as we embrace service and technology that help boost your business.

Hunter



LANSING
NOW.com

POWERED BY YOUR LANSING BRANCH

A LansingNOW.com account is your gateway to valuable tools and information available exclusively to Lansing Building Products' customers.



In This Edition



JamesHardie™

Magnolia Home by Chip and
Joanna Gaines Collaborates
with James Hardie



ProVia's Online Tools are
Designed to Make Your Job
Easier and More Efficient



HARVEY
WINDOWS + DOORS.

All About FlexScreens for
Harvey Windows - Premium
Screen Option

**Plus more from our
trusted supplier partners.**



In January 2023, [Westlake Royal Building Products™](https://www.WestlakeRoyalBuildingProducts.com) will add a Board and Batten siding profile to its award-winning Cedar Renditions™ line of aluminum siding. Beautiful and easy to install, the Board & Batten aluminum profile offers the look of stained woodgrain siding without the maintenance or flammability issues of wood.

The new Board & Batten profile is a versatile complement to a range of exterior applications, as well as the existing Cedar Renditions products. In addition to offering a modern, streamlined and unique appearance, Cedar Renditions delivers several distinctive benefits:

- Beauty of stained wood without the maintenance
- Available in traditional and premium colors
- Easy installation
- Non-flammable product
- 100% recyclable
- Moisture proof, noncombustible and virtually maintenance free
- PVDF top coat repels dirt build-up and stains, minimizes fade and increases durability
- Full accessory package, including soffit and trim coil, in matching colors
- Complements the 6" Cedar Renditions siding

Cedar Renditions is backed by a 25-year Prorated Limited Warranty and can be purchased through select distributors across the U.S. and Canada. For more information about product specifications and warranty terms, or to locate a distributor, visit:

[RoyalBuildingProducts.com/CedarRenditions](https://www.RoyalBuildingProducts.com/CedarRenditions)



Magnolia Home by Chip and Joanna Gaines Collaborates with James Hardie

James Hardie and Chip and Joanna Gaines, founders of Magnolia, have collaborated on an exclusive collection of Hardie® siding and accessories: [The Magnolia Home | James Hardie Collection](#).

Meticulously curated by Joanna Gaines, The Magnolia Home | James Hardie Collection features a palette of beautiful, earthy colors in a variety of classic siding products, styles, and textures. With the launch of this Collection, James Hardie and Magnolia Home hope to inspire homeowners to conquer the next frontier in home design, while simplifying the process of choosing quality products that homeowners can trust.

“One of the most important things for any home is exterior curb appeal,” said Joanna Gaines. “With our collection with James Hardie, I know we are creating a collection of beautiful products that will stand the test of time.”

The Magnolia Home | James Hardie Collection is available in the most popular Hardie® siding

styles – plank, shingle, and board-and-batten – as well as trim and soffit products to help complete the exterior. All products are pre-finished with James Hardie’s proprietary [ColorPlus® Technology](#) finishes.

“Hardie® is a brand that we trust for its quality and durability – we have been using it on our exterior renovations for more than 20 years,” Chip Gaines said.

Sean Gadd, President of James Hardie North America, said: “With the launch of this Collection, we are making it easier than ever for homeowners to transform and personalize their home’s exterior. We’re proud to provide products to achieve the designs they are looking for, while helping protect against the elements, like fire and harsh weather, for added peace of mind. We are honored to kick off this long-term collaboration with Chip and Joanna Gaines, a couple who have revolutionized the home design industry.”

Product Details

The Collection's sixteen ColorPlus® Technology finishes feature a variety of natural, earthy tones, including greens, beiges, and greys. ColorPlus® Technology finishes are James Hardie's proprietary coatings which are baked onto the board to create a vibrant, consistent finish that is engineered to resist fading or discoloration from UV rays, with a 15-year limited finish warranty.



With a variety of siding styles and textures, the Collection makes it easy to combine carefully thought-through design elements to bring a wow factor to any home. The Collection is available in three classic Hardie® siding styles in the United States and Canada:

Lap Siding

[Hardie® Plank](#) in Select Cedarmill® or Smooth textures (sizes: 8.25, 7.25, 6.25 and 5.25)

Shingle

[Hardie® Shingle](#) Straight Edge Panel

Board-and-Batten

[Hardie® Panel](#) in Select Cedarmill® or Smooth textures (size: 4 x 10), paired with Hardie® Trim batten available in Rustic Grain or Smooth textures

To learn more and explore the personalized possibilities of **The Magnolia Home | James Hardie Collection**, download the following resources and visit JamesHardie.com/Magnolia.

[Brochure](#) · [Sell Sheet](#) · [Frequently Asked Questions](#)



Since 2021, Cornerstone Building Brands, Inc. the largest manufacturer of exterior building products in North America, has offered an exclusive rewards program for contractors who purchase its flagship Ply Gem Siding brand, Mastic, as well as Ply Gem Steel, Trim & Mouldings and Gutter protection products. The program features a simple point system, tiers, pro recognition, and a massive catalog of rewards, including resources to help grow their businesses.

Contractors can quickly sign up for the program through an easy-to-use online portal and immediately begin earning points for eligible purchases. In the Cornerstone Building Brands Rewards Catalog, contractors get access to more than 10,000 items and rewards including the latest name-brand gear from tools to electronics, home appliances and furnishings, golf essentials, travel rewards and more.

There are three different tiers within Cornerstone Building Brands Rewards – Choice, Select and Master – and as contractors increase their purchases, they will move up tiers and earn bigger rewards, extra recognition, and more resources for their business. Contractor tier status earns them badges within the Find-a-Pro section on the Ply Gem website that millions of homeowners visit each year in search of reputable contractors in their area. Beyond gifts and travel rewards, the Cornerstone Building Brands Rewards program is designed to help enable contractors' success. Enrolled contractors will gain exclusive access to Mastic's lead generation efforts, like the Ply Gem Home Design Visualizer. Homeowners that leverage this technology and

indicate they are looking for contractor support (a qualified lead) will be handed off to enrolled contractors through the CBB Rewards program. Also, our top-tier enrolled contractors, are eligible for our homeowner thank-you program, where we mail homeowners a thank-you gift on the contractor's behalf.

Together, Lansing and Cornerstone Building Brands have made it incredibly easy to participate in the program. To quickly sign up for Cornerstone Building Brands Rewards and begin earning points for eligible purchases, contractors can visit rewards.cornerstonebuildingbrands.com. Once they have signed up and receive a CBB Rewards ID #, they can connect the program to their Lansing account, allowing Lansing invoices to be submitted on their behalf.

Between the rewards and the simplicity, this program is a great win for Lansing contractors buying Mastic by Ply Gem products. Michael Smith, North Knox Siding and Windows and Lansing Building Products Customer had this to say about the program: "I've always loved the Mastic product... and now I love their loyalty program. The Homeowner Thank You gift benefit caught my attention and drove me to sign up because I like to give my customers a little something extra. And the rewards options are incredible. There are so many options to choose from. Best of all though are the people behind the program. [Cornerstone Building Brands Rewards] will continue to grow and evolve, and I'm glad to be a part of it."



ProVia's Online Tools are Designed to Make Your Job Easier and More Efficient

Building pros – we know what you're going through. You're busy, maybe even overwhelmed, and you can use all the help you can get to make your job easier. You need quality products, reliable customer support, and the right tools for the job.

ProVia can help.

ProVia offers online tools to make your job easier and more efficient. Customers have access to our entryLINK platform, offering a comprehensive package of materials and programs to help promote, sell, and order ProVia doors, windows, siding, stone, and roofing. Dealers, contractors and builders can also use the ProVia APP, which includes our product Visualizer, videos, photo galleries, and other tools.

- **entryLINK** enables you and your pro customers to quote and order online, saving you time
- **Website iFrames** allow you to display ProVia product content on your site
- **Knowledge Base** library of product information and installation guides
- **Media Download Center** containing product images and editorial photos for promotional use
- **Customized Marketing** program enables you to develop mailers, signage, and promo items
- **Marketing Materials** – product literature, price sheets, signage, samples and more – that are easily accessible and downloadable

ProVia is strategically partnered with Leap, Guild-Quality, and One Click Contractor – trusted programs that help contractors estimate projects, support the sales process, gather customer feedback, and share reviews.

ProVia adds value to dealer and distributor business by:

- **Developing products** that are reliable and enhance productivity
- **Offering Installer Certification Programs** to enhance the skills of contractors and installers
- **Reducing warranty risk** – product quality and installation expertise help reduce risk and call-backs for the contractor
- **Producing products that are on-trend** with what homeowners want and contractors need
- **Providing contractors and their homeowner customers free online design tools** through the [Design Center](#) and [My Portfolio](#) options on our website

Partner with ProVia, and benefit from our personalized account service, customized marketing support, and efficient online product quoting and ordering. ProVia professional-class entry and storm doors, vinyl and wood-clad vinyl windows and patio doors, vinyl siding, manufactured stone and metal roofing will elevate your product offering, and our digital tools will streamline your job.

Looking for Maintenance Free Decking?

Look to TimberTech.



If you're looking for maintenance free decking, you're looking for a solution that minimizes your long-term deck costs and workload. While there is no completely maintenance free decking option, TimberTech® capped polymer and capped composite decking comes as close as you can get.



The Hard Truth

Traditional wood is far from maintenance free decking. Due to wood's organic material make-up, even the densest hardwoods require significant upkeep in order to keep them from fading, cracking, or warping.

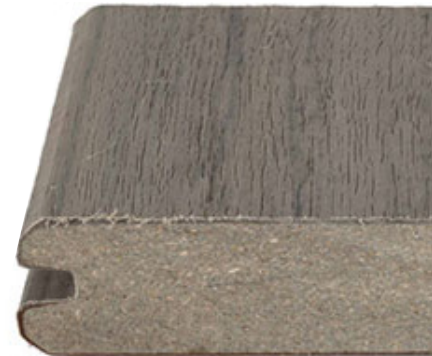
Maintenance needs of traditional wood include:

- Cleaning the deck with harsh chemical cleaners to kill mildew and mold.
- Sanding any cracks or edges.
- Repairing or replacing any damaged deck boards or joists.
- Adjusting wood deck fasteners as they are likely to pop out as the boards swell from moisture.
- Applying wood deck stain and waiting up to 48 hours until it dries.
- Sealing the deck to protect all your hard work.

Better Tech, Better Deck™

Our boards are protected with [fully engineered capping technology](#) that **locks moisture out while locking in rich, fade-resistant color.**

Our [proprietary polymer blend](#) outshines the competition, so your customers enjoy an **enduringly beautiful deck.**



Click here for more information about TimberTech Maintenance Free Decking



BULLDOG
GUTTER GUARD



LEAF SENTRY
GUTTER PROTECTION SYSTEM



K-SCREEN
GUTTER GUARD

Tired of the standard Bulldog cover not fitting? Introducing the Bulldog Step-Up!

The Bulldog Step-Up Gutter Cover features a new design with a raised back that fits perfectly over top of loaded hangers.

Size:
5", 6" and 7"

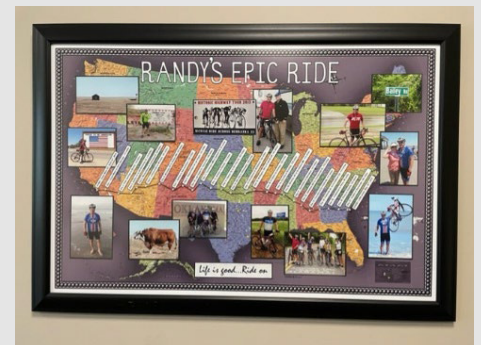
Color:
White or Dark Bronze



Click here to watch the video and learn more!

Meet Randy Bailey, President of GP Industries

Randy is the President and a founding member of GPI. He loves sales and has been our best salesman from the start. His favorite part of the sales process is making friends and establishing relationships that last for years. Before founding GPI Randy had been one of Omaha's leading real estate agents for over twenty-five years. He has a lot of hobbies outside of work that include hunting, fishing, and riding his bike to name a few. Just a few years ago he rode from coast to coast in under a month, a journey of nearly 3,000 miles. Randy has been married to his high school sweetheart Debbie for over 45 years. They have five children and twenty grandchildren and love spending time with them. Randy is known for being ultra-competitive and loves to win at most of the things he does. This has translated into him being a VERY interested and sometimes vocal fan at his grandkids sporting events which he loves to attend. So, the next time you see a grandpa silently keeping score at a five-year old's soccer game you can think of Randy!



As with all GPI products, free samples and sales literature are available to you at any time. Contact our corporate number at 1-402-289-2700 to speak to the GPI sales representative in your area. For technical factory support contact our team at 1-877-281-2700.



Gutter Products

All About FlexScreens for Harvey Windows

Everything you need to know about this Premium Screen Option

FlexScreen is Harvey’s recommended screen selection and is available on most of our windows. So Why FlexScreen? We believe that FlexScreen solves many of the pain points consumers have when it comes to window screens — they are unobtrusive, extremely durable and, most importantly, easy-to-use because they don’t require additional hardware.



We understand that not everyone is familiar with FlexScreen, so consider this your primer to help guide your conversations with homeowners.

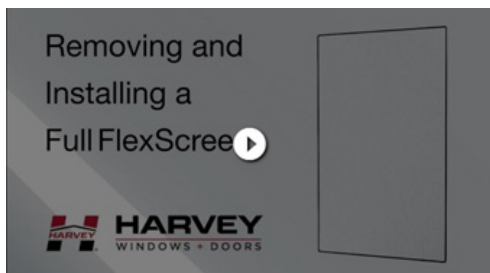
FlexScreen Versus Other Screens

FlexScreen’s barely visible frame is almost completely hidden by the screen track, and its innovative, flexible construction makes it effortless to remove or install. See how it stacks up against other screen frames:

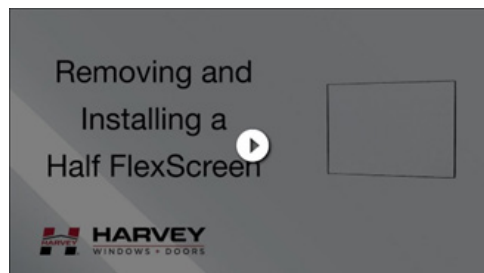
FLEXSCREEN	Other Screens
Nearly indestructible	Can bend and damage more easily
No color matching necessary	Need to be color-matched
Full view	Can impede the view
No hardware	Utilize complicated hardware
Effortless installation and removal	Frustrating installation and removal

Installing and Removing Takes Only Seconds

Watch our Videos on how to use FlexScreens in a Harvey Window:



[Removing and Installing a Full FlexScreen](#)



[Removing and Installing a Half FlexScreen](#)

FlexScreen Features Homeowners Love

1. DURABLE

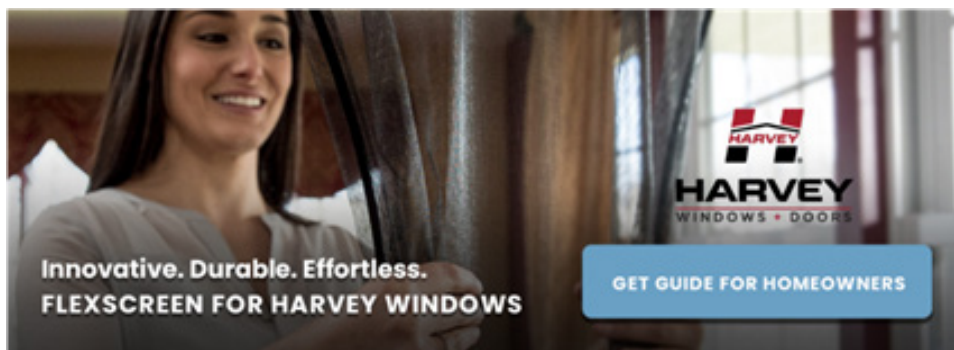
FlexScreen has a core made of phosphate enhanced high carbon oil tempered spring steel, which is the same material as garage door springs or the leaf springs on your car. The high-performance PVC coating can withstand the elements and is similar to that found on dishwasher racks and outdoor park benches.

2. SIMPLE & INVISIBLE

Without a bulky screen frame, FlexScreen disappears into the screen box of the window so there's less to get in way of the view. Plus, since FlexScreen's edges are hidden, there's no need to worry about matching a frame color to the window.

3. EASY-TO-USE

FlexScreen is the first-ever and ONLY window screen to include ZERO attachment hardware! No more fumbling with tension clips and other complicated, frustrating attachment methods. The flexible design snaps into place in seconds, removes just as quickly, and stores in a third of the space of traditional screens.



To help contractors walk their homeowners through the benefits of FlexScreen, we've created a digital resource, [FlexScreen Guide for Homeowners](#) — or ask your Lansing Representative to order your printed versions.



LANSGING
MARKETING SERVICES

**Promoting your brand.
Growing your business.**

Our in-house customer marketing team is here to help support and take on the marketing initiatives we know are critical to your business's success, but you just don't have time for.

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



Make the Most of Your **LansingNOW** Account

Set yourself up for success with these top tips on how to take advantage of your LansingNOW.com account.

1 Set up your notifications

Stay up to date on all of your orders, whether placed online or at the branch. Get order acknowledgments and delivery status updates through email, text, or both.

2 Add users & set their access

Enhance your company's productivity by adding team members as users on your account. You can grant them full access or select which features are available to them.

3 Leverage "My Orders"

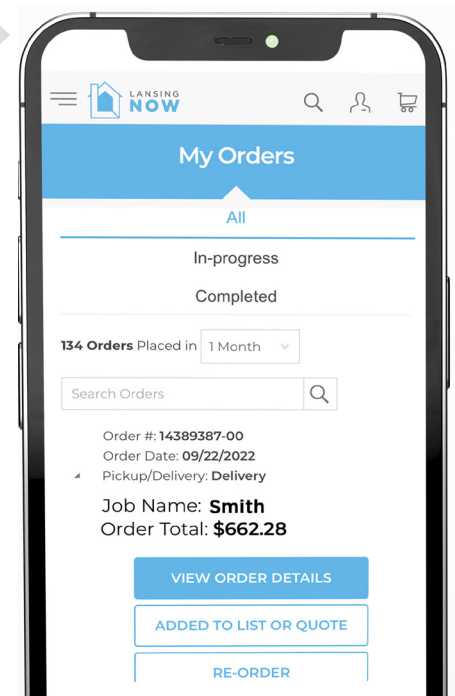
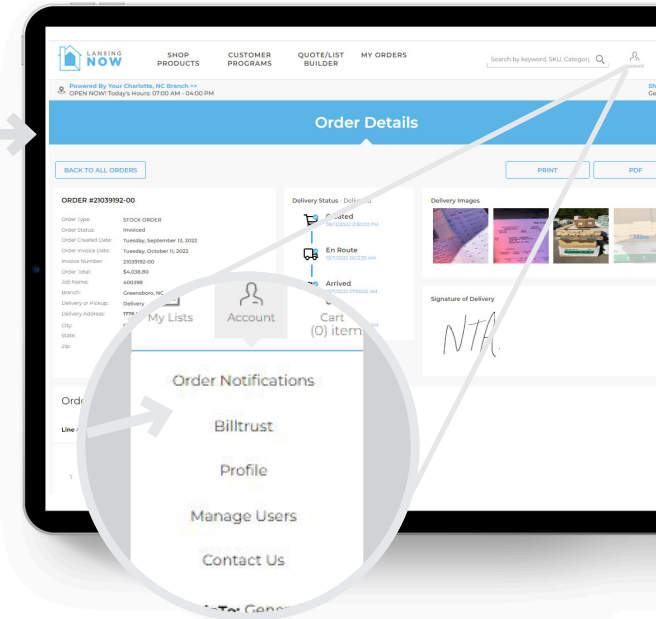
View in progress and completed orders, quickly re-order, or take a past order and turn it into a Product List with this time-saving feature.

4 Sign up for SAVR

Enroll in SAVR and let Lansing streamline the submission of your qualifying purchases for various vendor reward programs.

5 Check out Lists & place an order!

Create custom product lists or use suggested vendor lists to get started placing an order without the worry of missing an item.



[Click Here to Get Started](#)