

LANSING BUILDING PRODUCTS SHOP TALK



WWW.LANSINGBP.COM

WINTER 2011

LANSING BUILDING PRODUCTS LETTER FROM CHRIS PRESIDENT AND CEO



At the end of the year, it is always appropriate to take a little time during the holiday season and reflect back on the year which is quickly concluding. As I do that this year I emerge profoundly thankful for many things that have transpired as well as overall blessings in life that I enjoy.

One of the things I am most grateful for is our business and the many wonderful people that work here. While none of us are perfect, and acknowledging we do not have a monopoly on talent, I am grateful for our people. Simply put, I believe they are the best in our industry and hope that you would agree. I travel our company frequently during the year, and I am consistently impressed overall with their willingness and eagerness to serve our customers. Many companies will say their people make the difference, but in our company we really try to live that every day.

Another thing I am thankful for are our customers. As I look around the markets we do business in, I believe that we have the best customers in those markets. We do not have everyone buying from us (although that is our goal), but typically the leaders in a given market have accounts with, and buy from our branches. A law of science is that likes attract one another. As we have the best people, I think we attract the best customers. Of course, the same is true for you. Because you are the best people in your market, you attract the best business and the most of it. I firmly believe this partnership works for both of us. Once again, none of us are perfect; however, I really do think we bring out the best in one another.

Finally, I am thankful for my family. Like most all of you, this is a family business. We are not owned by Wall Street investors or a large publicly-held corporation. Our business is in its 57th year, and I can remember conversations around our dinner table when I was a boy regarding customers and issues of our business and those conversations continue with my children. Like you, the company is closely held and entrepreneurial. Like you, the owners are actively involved in the business and like you, our family derives whatever we have because of this business. Therefore we are not only business partners but individual owners of family businesses.

At this time of year I have a lot for which to be thankful. Happy holidays and best wishes for a prosperous new year.

Good Luck and Good Selling,

Chris

Winter Marketing Special

Double-Sided Full Color Door Hangers.

These door hangers are 4.25x11 and printed on high quality paper which provides exceptional picture and image reproduction.

There is probably no less expensive way to reach a large number of potential customers than door hangers. Also, you can pick the neighborhoods that you want to target. Consider the results of distributing 1,000 or just 500 door hangers in a strategic area. Of 1,000 door hangers distributed, if only 1% of homeowners respond to your ad, that is 10 customers. That is a pretty good response rate for \$213. Give it a try and see if it works in your area. It may be the best money you invest in your business in the winter.

Our graphic designers will help you create a door hanger specific to your business. The marketing special includes 2 hours of layout and design time.

The door hanger pricing is 500 for \$194.00, 1,000 for \$213.00, 2,500 for \$278.00, and 5,000 for \$382.00, excluding shipping and taxes. This offer expires March 31, 2012.



Prices include setup, shipping is additional.



Facebook

Lansing Building is now on Facebook. We invite to visit and "Like" it.

The address is
facebook.com/lansingbuildingproducts



Why Simonton?

The quality you want. Simonton is dedicated to crafting the highest quality windows available anywhere, period.

The delivery you need. Simonton pioneered seven-day delivery of made-to-order windows and today delivers within five days in most areas.

The service you demand. We stand behind our windows with Simonton Service Solutions, an industry-leading service program.

The products that keep homeowners satisfied. We provide the styles, options and features homeowners want most. Like colorful exteriors, interior woodgrains and metal hardware finishes newly available on our Brickmould 600 Series new construction windows.



Brick

Bronze

Chocolate

Cream

Driftwood

Pine

Tan



“Highest in Customer Satisfaction with Windows and Doors, Two Years in a Row.”



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1-800-SIMONTON

1-800-746-6686

simonton.com

Simonton Windows received the highest numerical score among window and door manufacturers in the proprietary J.D. Power and Associates 2010-2011 Windows and Patio Doors Satisfaction Studies™ 2011 study based on responses from 2,605 consumers measuring 11 brands and measures opinions of consumers who purchased new windows or patio doors in the previous 12 months. Proprietary study results are based on experiences and perceptions of consumers surveyed in March-April 2011. Your experiences may vary. Visit jdpower.com

Therma-Tru Vented Sidelites Bring Light and Air into the Home

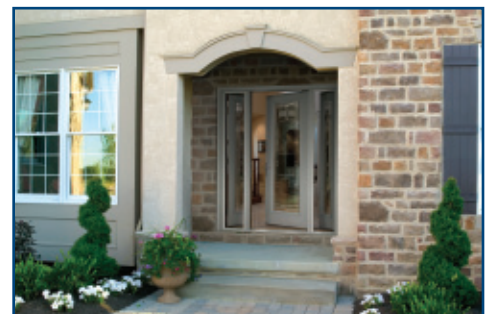
THERMA-TRU® DOORS

Looking to offer your customers a unique entryway system that they'll fall in love with? Then look no further than the new Therma-Tru Vented Sidelites.

Available in Therma-Tru's Fiber-Classic Oak Collection and Smooth-Star® product lines, the durable vented sidelites bring fresh air and light into the home without the inconvenience and obstruction of storm doors or sliding screens. Double-hinged sidelites are available for entryway doors or two-hinged French doors and two-hinged sidelites.

Special features include sturdy stiles to accommodate anchors for hinges and multi-point locking gears, continuous and recessed strike plates, and removable screens. Both the 12- and 14-inch sidelite widths allow for easy in-swing usage in the home.

Therma-Tru's vented sidelites operate independently of the entry door so that homeowners can open one or both sidelites to increase the ventilation in the home. And, Therma-Tru is the only fiberglass door manufacturer today that offers vented sidelites with decorative glass options, so homeowners can gain the attractive curb-appeal benefits of a full entryway system without sacrificing beauty.





DID YOU KNOW? **Lansing has the most comprehensive gutter system in the industry.**

Top Ten Reasons to Use Lansing Gutter Systems:

1. We offer a 20-YEAR written warranty
2. We offer next-day delivery to most areas
3. We offer gutter coil by the foot to your exact needs
4. We offer 20 standard colors with matching accessories
5. Our gutter colors are an exact match to many popular sidings
6. We will adjust your gutter machine no matter where it was purchased
7. We have local warehouses; we are part of the community
8. Our state-of-the-art computer system ensures that prices will not vary between invoices
9. We sell KWM Panther and Iron Man gutter machines, the finest in the industry
10. Save time with our drive-thru service - no more waiting

New Webinar Series from Hardie



JamesHardie

James Hardie Building Products, Inc. has just added more programs designed to provide business value to its contractor customers. A series of educational webinars, geared towards small business replacement contractors, is the newest way that James Hardie is helping its partners reach their business objectives. Focused on specific marketing topics, each monthly, hour-long electronic gathering features easily implementable, action-oriented ideas. Future series installments include the fundamentals of lead generation, how to implement social media activities and how to optimize a campaign for search engines.

"Our contractor partners, especially those who do not have dedicated marketing resources, rely on Hardie for guidance and expertise," explains Marc Setty, Marketing Manager at James Hardie. "These webinars are a way for us to reach a lot of contractors in a really efficient way as we do our part to help grow their businesses." The series is designed to present progressively more sophisticated information over time with 101, 201 and 301 levels on certain topics and each webinar recording is available so that anyone can catch up on a subject matter.

James Hardie believes that replacement contractors can see a positive impact on their business, even during a tough economy, by making some of the small tweaks and business decisions recommended in the series. Penny Guice from Better-Built Contractors, Inc. in Dallas, TX shares why her team has been so pleased with the support provided by Hardie. "We look for successful and proven marketing methods and James Hardie has really delivered these for us. We love the partnership with Hardie and are looking forward to growing our business with their Growth webinar series."

These learning opportunities are open to anyone within the industry and do not require a membership to either James Hardie's Preferred Remodeler® Program or the new Associate Contractor® Program. To sign up for the workshops, visit WinWithHardie.com/MarketingWebinars.

Lansing's Latest – On the Move in 2011!

Lansing Building Products continues to grow in 2011. We have recently opened a new branch in Springfield, VA. In addition, we have moved to new, state-of-the-art facilities in Little Rock, AR and Wilmington, DE. As we further expand in 2012 and beyond, we will continue to provide our customers with the best product offerings, and a level of serviced unmatched. We appreciate your continued support!



Aluminum and Glass Railing Complement the “Hardscapes” Look



Congratulations to the Lansing Knoxville, Tennessee branch on selling this beautiful Veranda C70 Glass Railing project. Westbury Aluminum Railing creates greater sales and revenue opportunities for contractors and installers. Westbury comes in a beautiful array of 11 standard light to dark colors. These darker colors with textured finishes complement any color or type of decking project. This aluminum railing offers a clean box program in both 36" and 42" heights and 3' - 8' lengths in one-foot increments.

Westbury has been tested and evaluated to meet and exceed the IBC, IRC, and FBC

Building Codes. Westbury has the CCRR #0163 listing. In code sensitive areas, you can have assurance that Westbury meets these requirements and is also backed by a Lifetime Limited Warranty. We have teeth in our warranty and Westbury is the only Aluminum Railing that has been certified by the Powder Coating Institute (PCI) and has been tested and verified for AAMA 2604 Standards.

Westbury is offered in both 2 rail and 3 rail models featuring square and round spindles. Options include architectural balusters, rings and radius rails to match the contour of your decks. Continuous

Aluminum Handrails complement your commercial safety rail needs and can be used in handicap accessible areas. Westbury Glass Railing is sold in Clear, Bronze, and Gray colors. Beautiful distinct Crossover posts allow a streamlined look for your customers. The systems are finished off with decorative mounts, flairs and caps in matching colors.

To begin your journey to discover more about Westbury Aluminum Railing, contact your Lansing Building Products representative.

Restore Ornate Columns with Old South Capitals and Bases in Lifetime Aluminum

Old South has good news for restorers and remodelers of old homes! It is no longer necessary to replace perfectly sound wooden columns on stately old buildings simply because their capitals and/or bases have deteriorated.

Frequently, a property owner or estimator will find that older wooden columns are still structurally sound, while only the capitals and/or bases have deteriorated. Old South offers a line of ornamental bases and capitals in strong, durable cast aluminum.

For more than 45 years, Old South Reproductions has made a major contribution to the art of architectural restoration with the introduction of the all-aluminum replacement capitals and bases in diameters up to 36" and in square models up to 12".

The capitals and bases are specifically designed to preserve authentic architectural style, minimize restoration expense, and provide long lasting results.

The most needed styles are all here. From the simple and functional Doric design, through the Scamozzi, to the massively ornate Corinthian capitals. These units are easily adaptable for use as replacements to be used with existing wooden columns.

Old South columns can provide special bases and modified decorative capitals for historical restoration where large wood columns may be saved but the base or capital is beyond repair.

Visit www.moultriemanufacturing.com to view aluminum capital and base options and images, or contact your Lansing representative for more information.

